CATALOG CHOICE

MERCHANT ACCOUNT

USER MANUAL

December 1, 2010

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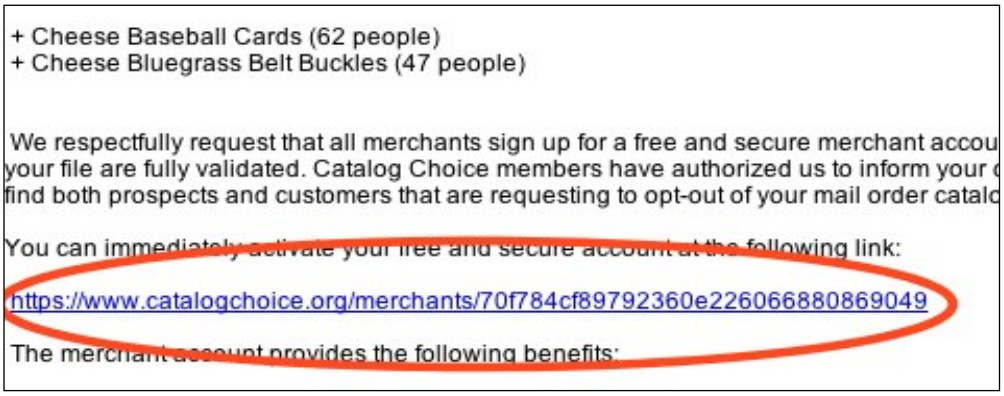
I. Activate Your Account

Thank you for participating in Catalog Choice. If you've already activated your account, please Log In using your email address and password at https://www.catalogchoice.org/merchants. The login button is located in the upper right corner of the website.

Activating an account is easy and should take less than fifteen minutes. To activate an account, you will need to have one of our merchant account managers send you an invitation email. If you need assistance setting up your account, please contact us at merchantservice@catalogchoice.org.

1. Invitation Link

Once you contact Catalog Choice to activate your account, we will send you an email from merchantservice@catalogchoice.org. You will find a URL that includes your unique invitation key. Click the link to start the account activation.


+ Cheese Baseball Cards (62 people)
+ Cheese Bluegrass Belt Buckles (47 people)

We respectfully request that all merchants sign up for a free and secure merchant accou
your file are fully validated. Catalog Choice members have authorized us to inform your c
find both prospects and customers that are requesting to opt-out of your mail order catalo

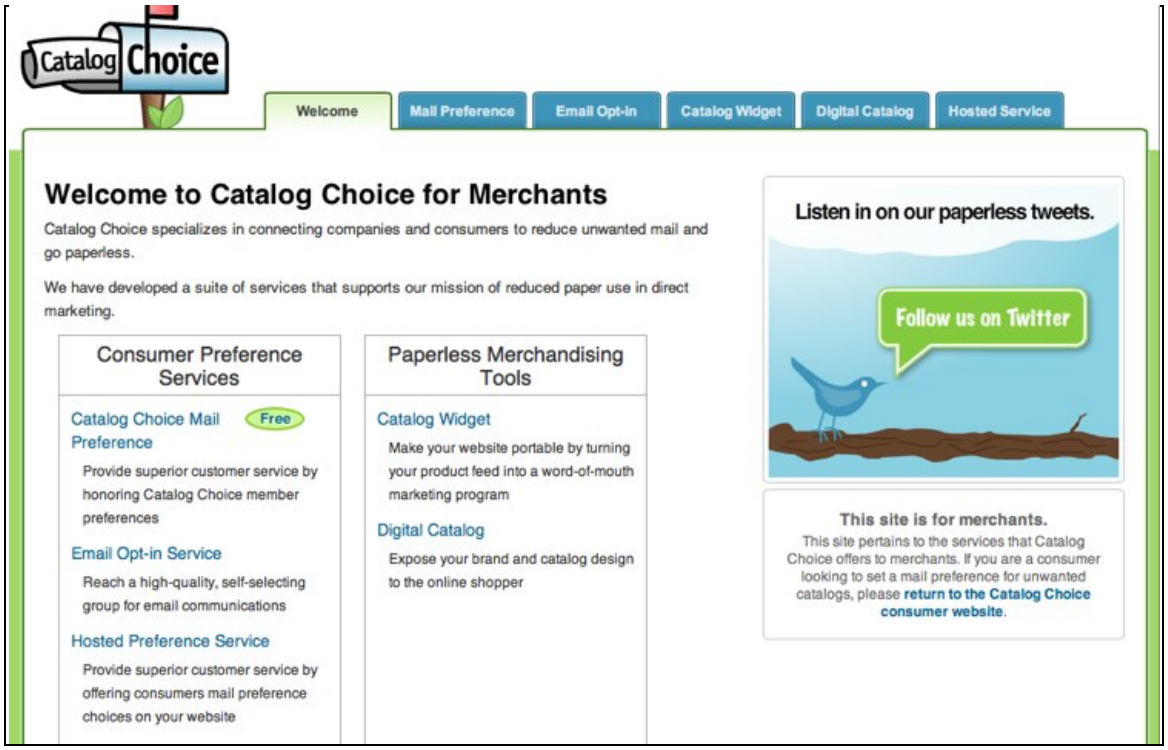
You can immediately activate your free and secure account at the following link:

https://www.catalogchoice.org/merchants/70f784cf89792360e226066880869049

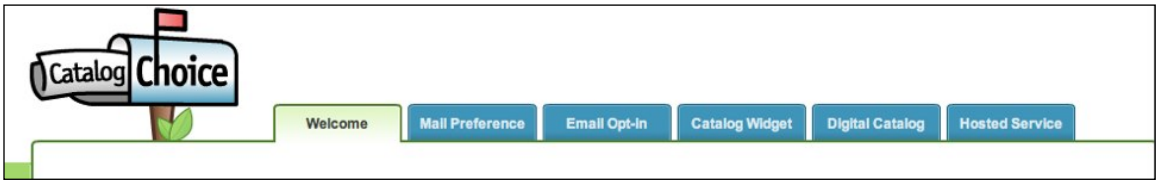
The merchant account provides the following benefits:

2. Confirm Your Account

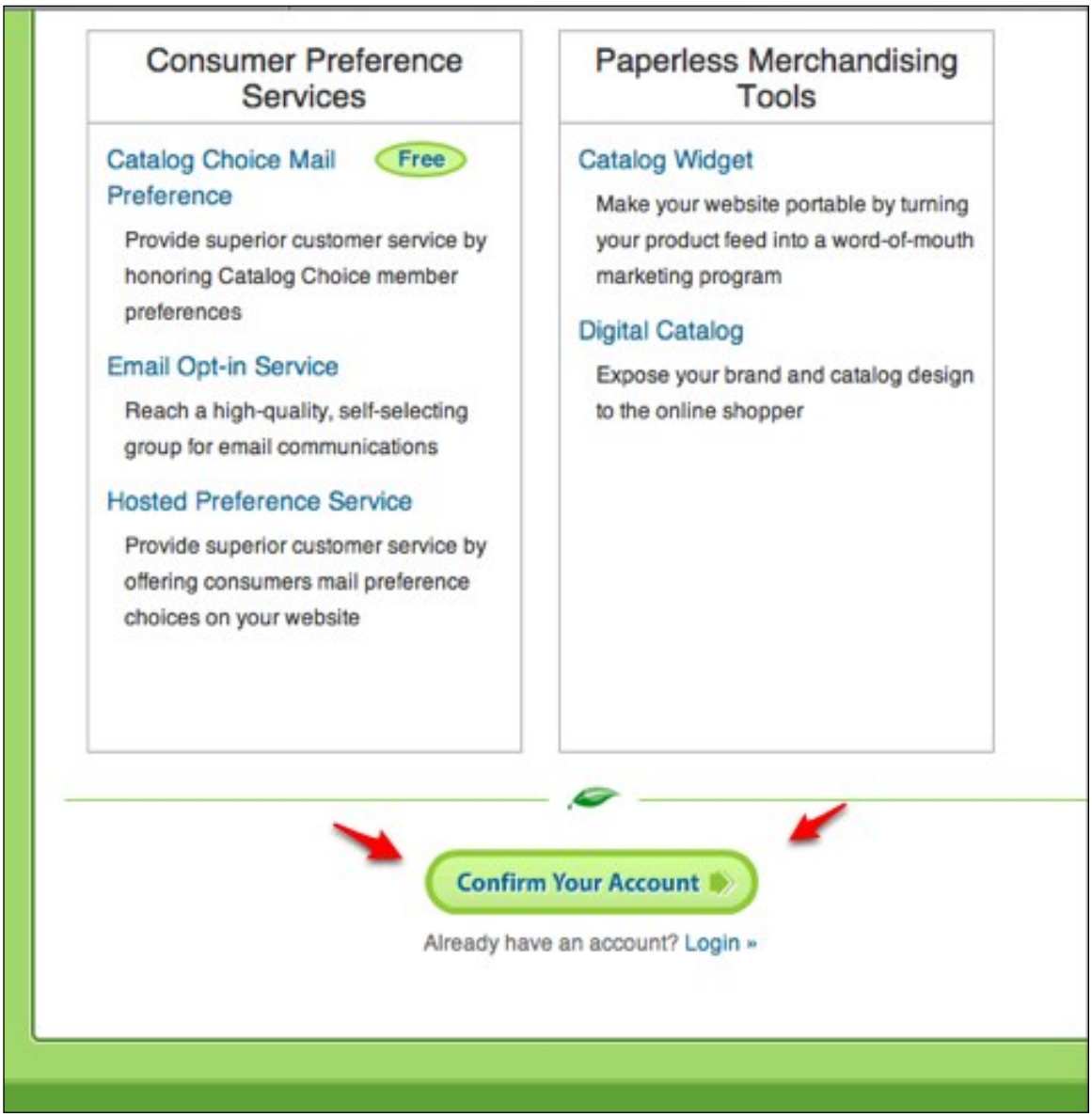
The invitation link will take you to the following page.


Welcome
Mail Preference
Email Opt-in
Catalog Widget
Digital Catalog
Hosted Service
Welcome to Catalog Choice for Merchants
Catalog Choice specializes in connecting companies and consumers to reduce unwanted mail and go paperless.
We have developed a suite of services that supports our mission of reduced paper use in direct marketing.
Consumer Preference Services
Catalog Choice Mail Preference
Free
Provide superior customer service by honoring Catalog Choice member preferences
Email Opt-in Service
Reach a high-quality, self-selecting group for email communications
Hosted Preference Service
Provide superior customer service by offering consumers mail preference choices on your website
Paperless Merchandising Tools
Catalog Widget
Make your website portable by turning your product feed into a word-of-mouth marketing program
Digital Catalog
Expose your brand and catalog design to the online shopper
Listen in on our paperless tweets.
Follow us on Twitter
This site is for merchants.
This site pertains to the services that Catalog Choice offers to merchants. If you are a consumer looking to set a mail preference for unwanted catalogs, please return to the Catalog Choice consumer website.

You may use the tabs at the top of the page to learn more about all our services.

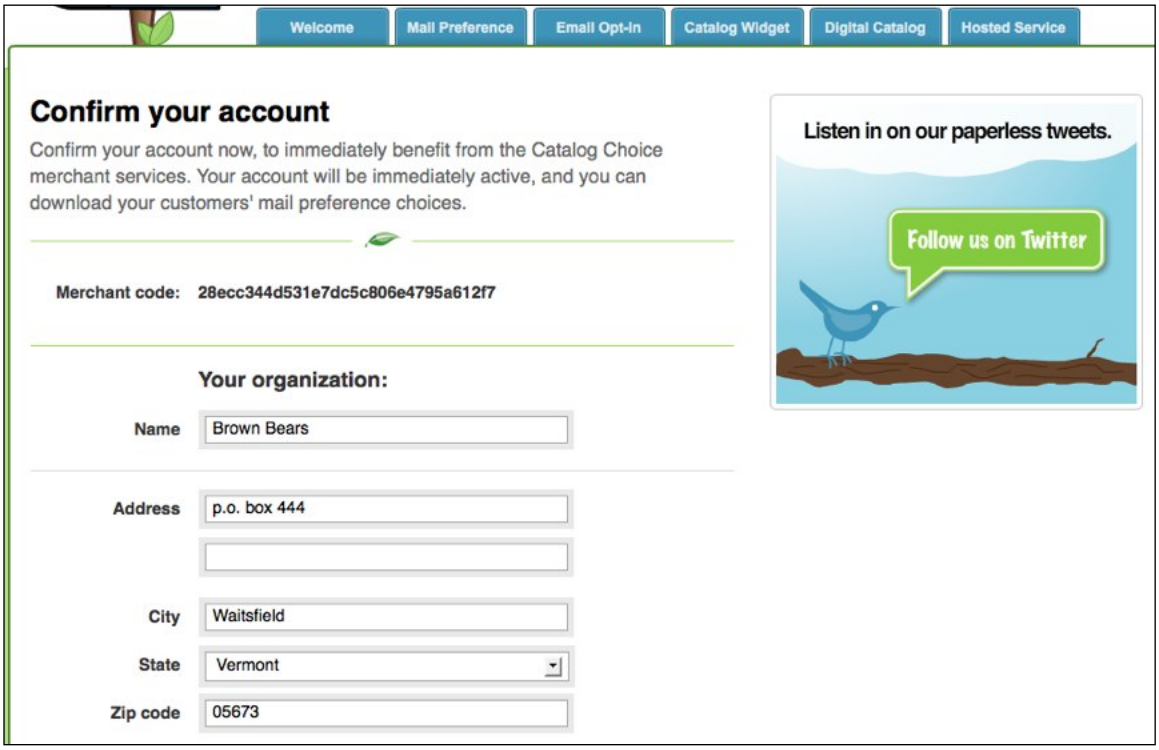


Select Confirm Your Account at the bottom of any of these pages.

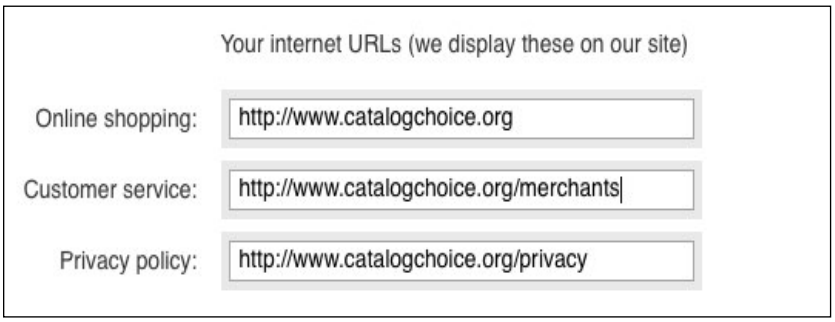

Consumer Preference Services
Catalog Choice Mail Preference
Free
Provide superior customer service by honoring Catalog Choice member preferences
Email Opt-in Service
Reach a high-quality, self-selecting group for email communications
Hosted Preference Service
Provide superior customer service by offering consumers mail preference choices on your website
Paperless Merchandising Tools
Catalog Widget
Make your website portable by turning your product feed into a word-of-mouth marketing program
Digital Catalog
Expose your brand and catalog design to the online shopper
Confirm Your Account
Already have an account? Login »

3. Create Your Profile

Here, you will be asked to enter some contact information for you and your company.



Please review the internet URLs for your online shopping, privacy policy and customer service department.



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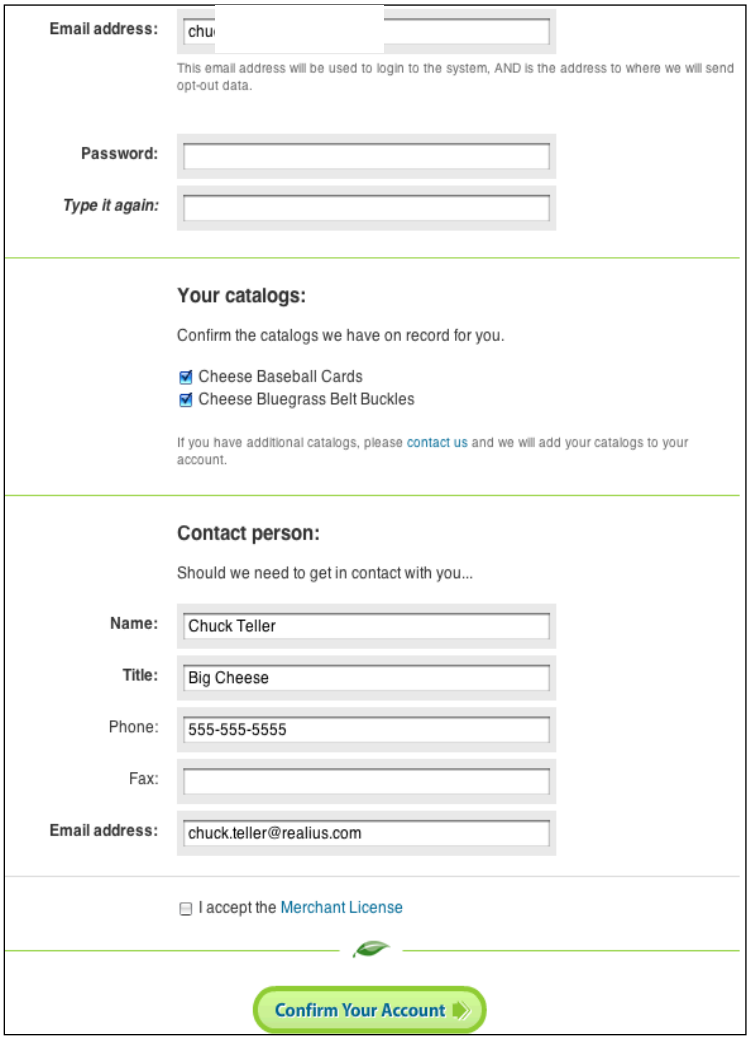
Enter your **work email** under contact person's email (this will be your login); and choose a password. You can change your login and password at any time. Multiple logins are supported to make it possible for service bureaus to also access your account.

Note: If you have a Catalog Choice personal account using your business email address, you will be unable to use this email address for the merchant account. We recommend that you change your personal Catalog Choice account email address by simply clicking My Profile, then Change Login.

Click Confirm your Account at the bottom of the page to submit the data. You must agree to our Terms of Service to proceed. If you'd like to discuss the Terms of Service in greater detail, please do not hesitate to contact us.

If some of your titles are not listed under Your Catalogs, please notify us so that we may add them.

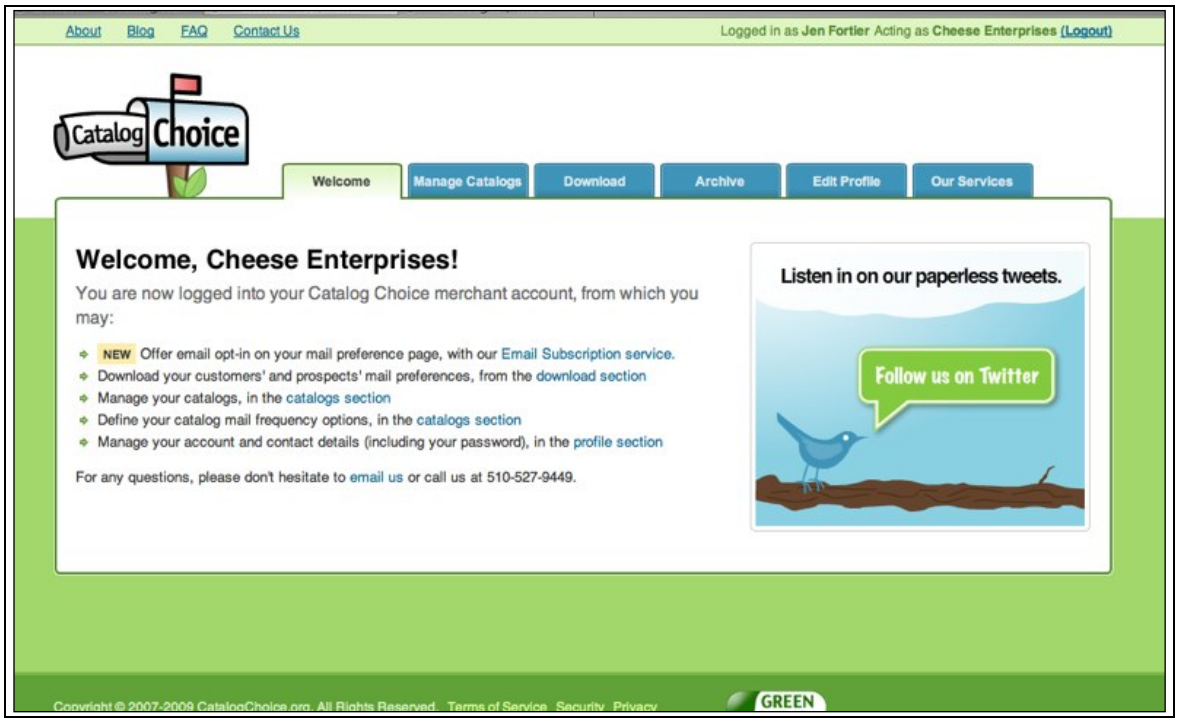

Email address:
chu
This email address will be used to login to the system, AND is the address to where we will send opt-out data.
Password:
Type it again:
Your catalogs:
Confirm the catalogs we have on record for you.
Cheese Baseball Cards
Cheese Bluegrass Belt Buckles
If you have additional catalogs, please contact us and we will add your catalogs to your account.
Contact person:
Should we need to get in contact with you...
Name:
Chuck Teller
Title:
Big Cheese
Phone:
555-555-5555
Fax:
Email address:
chuck.teller@realius.com
I accept the Merchant License
Confirm Your Account

II. Welcome

Catalog Choice for Merchants is a secure and easy-to-use service that allows catalog merchants to honor consumer mail preferences. The service provides your company with a merchant account, including on-demand access to an electronic file of your mail recipients' mail preferences and a host of features to let you personalize your catalog's appearance on the site.

1. Welcome to Your Secure Account

After logging in, you'll land on the Welcome page. Use the tabs along the top of the Welcome page to access the essential features of the site. You can click the links on the top left hand of the page for help or more information. At the bottom of the page you will find links to our terms of service, security and privacy policy

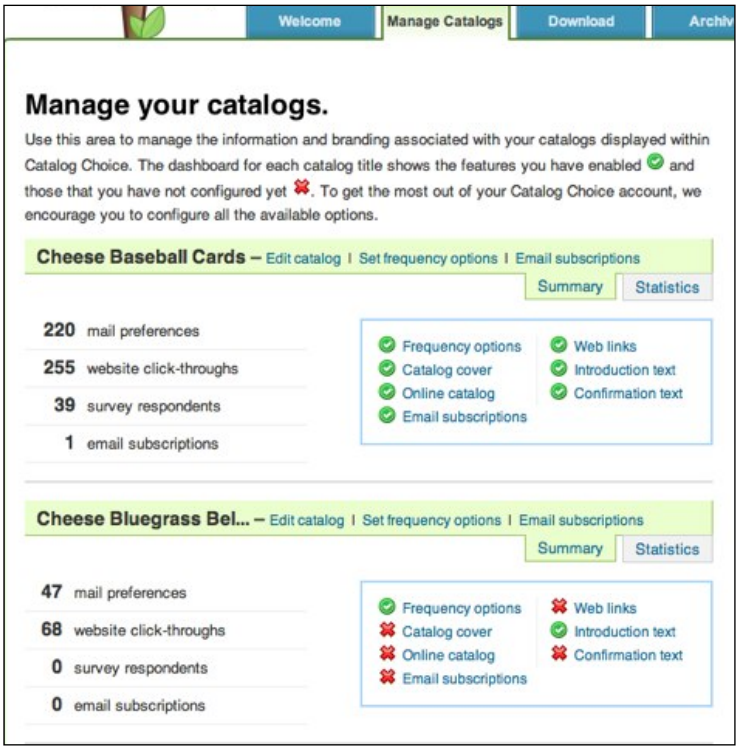

About
Blog
FAQ
Contact Us
Logged in as Jen Fortier Acting as Cheese Enterprises (Logout)
Catalog Choice
Welcome
Manage Catalogs
Download
Archive
Edit Profile
Our Services
Welcome, Cheese Enterprises!
You are now logged into your Catalog Choice merchant account, from which you may:
NEW Offer email opt-in on your mail preference page, with our Email Subscription service.
Download your customers' and prospects' mail preferences, from the download section
Manage your catalogs, in the catalogs section
Define your catalog mail frequency options, in the catalogs section
Manage your account and contact details (including your password), in the profile section
For any questions, please don't hesitate to email us or call us at 510-527-9449.
Listen in on our paperless tweets.
Follow us on Twitter
Copyright © 2007-2009 CatalogChoice.org. All Rights Reserved. Terms of Service Security Privacy
GREEN

III. Manage Catalogs

This section provides instructions to upload information about your catalogs, set frequency options, and view statistics we collect about why members are setting a mail preference for your catalogs.

1. Dashboard Summary

Click on Manage Catalogs tab. The dashboard is a one-stop-shop for adding and managing content that our members see when they click on your catalog(s). The dashboard lists the features you've enabled using green checks and red Xs and tracks various statistics that are updated in real time.


Welcome
Manage Catalogs
Download
Archiv
Manage your catalogs.
Use this area to manage the information and branding associated with your catalogs displayed within Catalog Choice. The dashboard for each catalog title shows the features you have enabled and those that you have not configured yet. To get the most out of your Catalog Choice account, we encourage you to configure all the available options.
Cheese Baseball Cards – Edit catalog | Set frequency options | Email subscriptions
Summary
Statistics
220 mail preferences
255 website click-throughs
39 survey respondents
1 email subscriptions
Frequency options
Catalog cover
Online catalog
Email subscriptions
Web links
Introduction text
Confirmation text
Cheese Bluegrass Bel... – Edit catalog | Set frequency options | Email subscriptions
Summary
Statistics
47 mail preferences
68 website click-throughs
0 survey respondents
0 email subscriptions
Frequency options
Catalog cover
Online catalog
Email subscriptions
Web links
Introduction text
Confirmation text

2. Statistics

Click Statistics on the dashboard. The drop down menu tracks the use of frequency options and allows you to view statistics we collect on why members are opting out of your catalog.

The following statistics track usage of Cheese Baseball Card's frequency options:

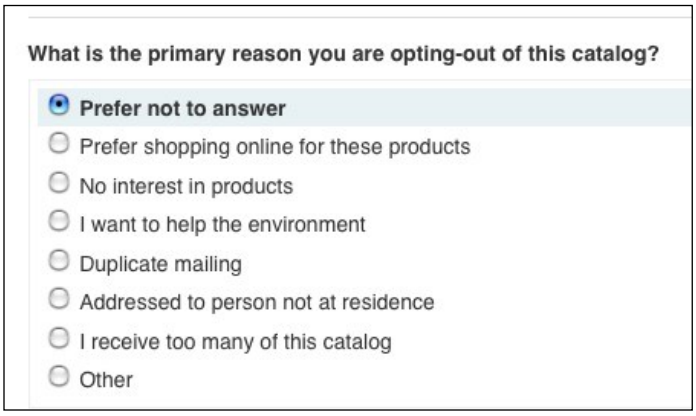
Frequency Option	Percentage
No catalogs (209)	95%
Holiday only (5)	2%
Spring/Fall Collection (0)	0%
All catalogs (6)	3%

Below the frequency statistics, you'll find statistics based on survey data we collect when each user opts out of a catalog.

Opt-out Reason	Your Stats	Industry Average
Prefer shopping online for these products (1)	3%	15%
No interest in products (22)	56%	39%
I want to help the environment (13)	33%	40%
Duplicate mailing (0)	0%	1%
Addressed to person not at residence (0)	0%	2%
I receive too many of this catalog (1)	3%	3%
Others (2)	5%	1%

Clicking on Others shows you personalized responses that individuals write in; these can occasionally be funny and informative:

These statistics are based on the following survey that we present our members every time they set a mail preference. Between February 2008 and November 2008 we have received more than five million responses to this survey. "Prefer not to answer" is the default response. Selecting "Other" allows the member to write in his or her own response. In your file, each mail preference request is coded with a primary reason code.

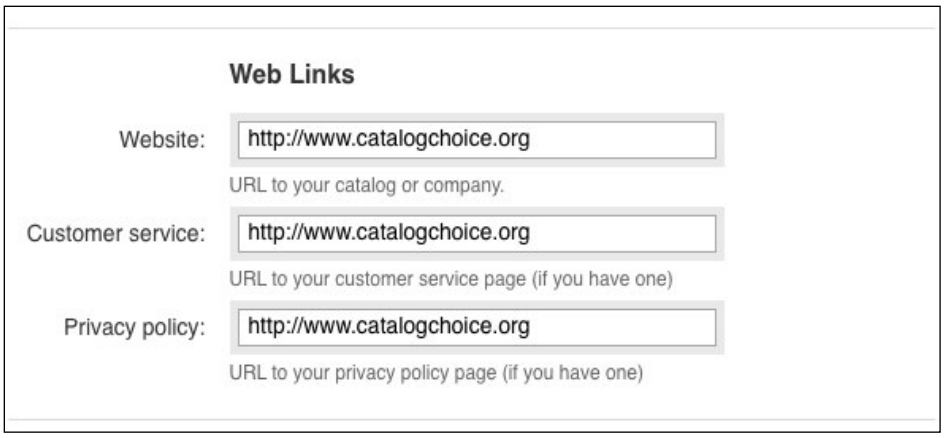

What is the primary reason you are opting-out of this catalog?
Prefer not to answer
Prefer shopping online for these products
No interest in products
I want to help the environment
Duplicate mailing
Addressed to person not at residence
I receive too many of this catalog
Other

3. Edit Catalog

This section describes the information you can upload and configure about your catalog title. Adding an image and text about your catalog encourages Catalog Choice members to click-through to your site. Click on Edit catalog or on any of the hyperlinked features to begin personalizing your catalog. If you have multiple titles, you need to add content for each title.

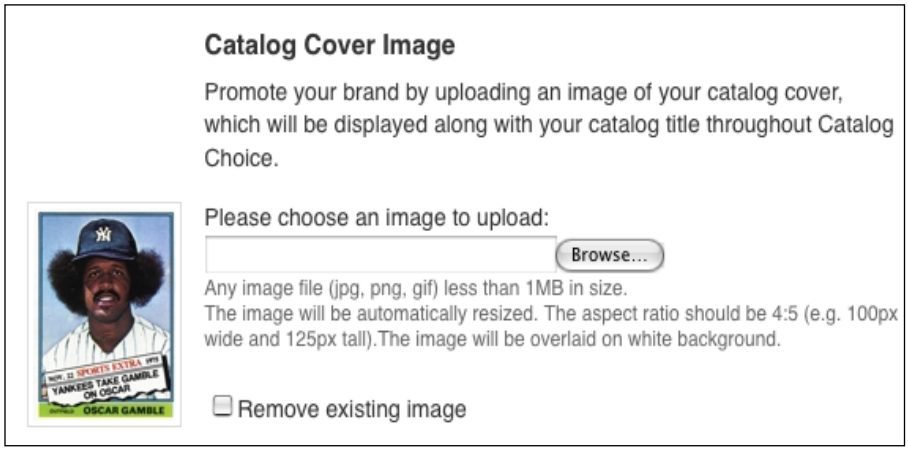
Add a link to an online or electronic catalog. If your catalog is online, select URL and add the URL below; or you can select .pdf and upload a file by clicking Browse.

Review and add links to your website, customer service, and privacy policy:

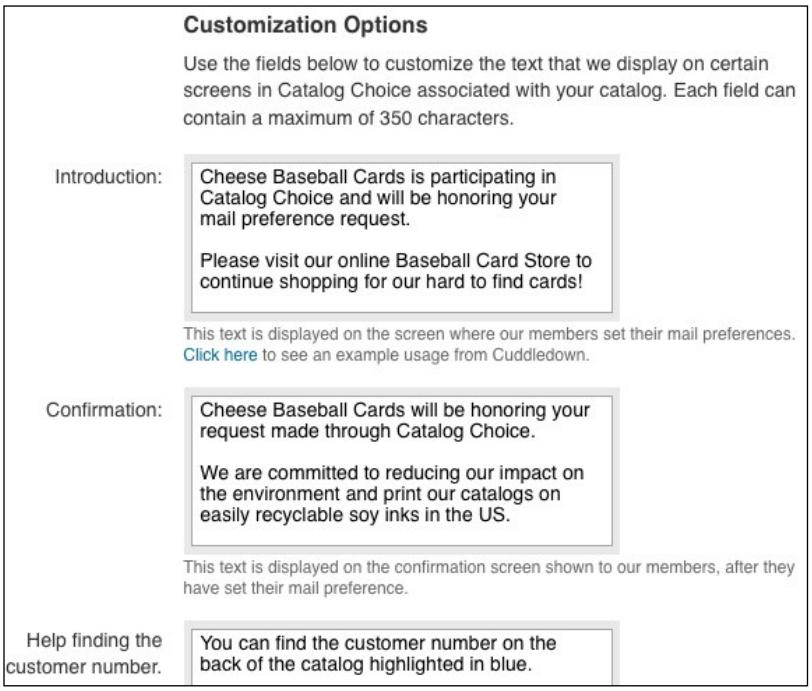


Upload an image of your catalog cover: You can upload an image that will be displayed to members when they view your catalog. Click Browse to locate your image file; images must be less than 1MB in size but may be in any format. The aspect ratio should be 4:5.

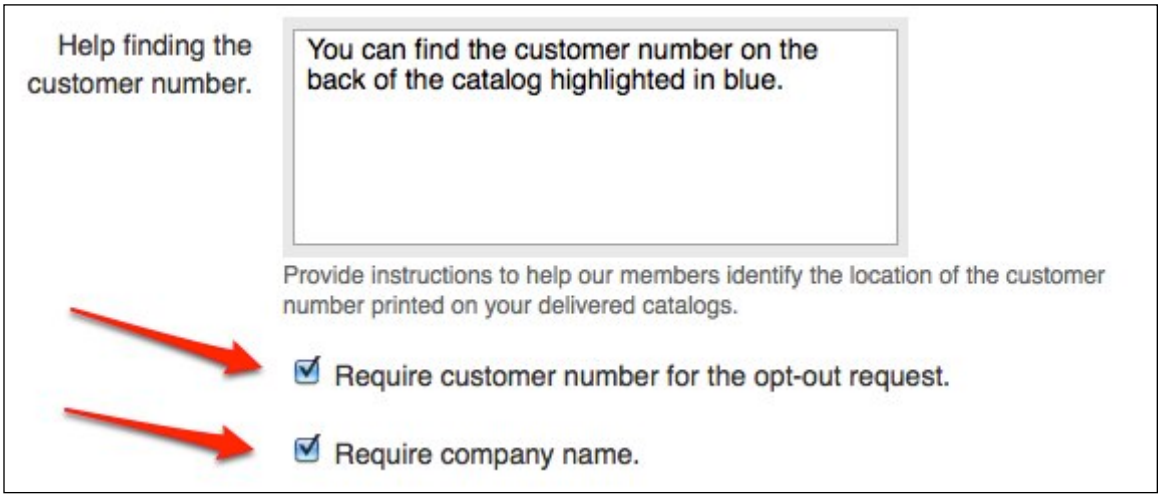
Tip: To remove an image, click Remove existing image then Save at the bottom of the page. You must remove the image before adding a new one.


Catalog Cover Image
Promote your brand by uploading an image of your catalog cover, which will be displayed along with your catalog title throughout Catalog Choice.
Please choose an image to upload:
Browse...
Any image file (jpg, png, gif) less than 1MB in size.
The image will be automatically resized. The aspect ratio should be 4:5 (e.g. 100px wide and 125px tall).The image will be overlaid on white background.
Remove existing image

Customize the text members see when they click on your catalog. Our members view the introduction text when they establish a mail preference for your catalog. They view the confirmation text after submitting their preference. You can also include instructions on where to find the customer number.

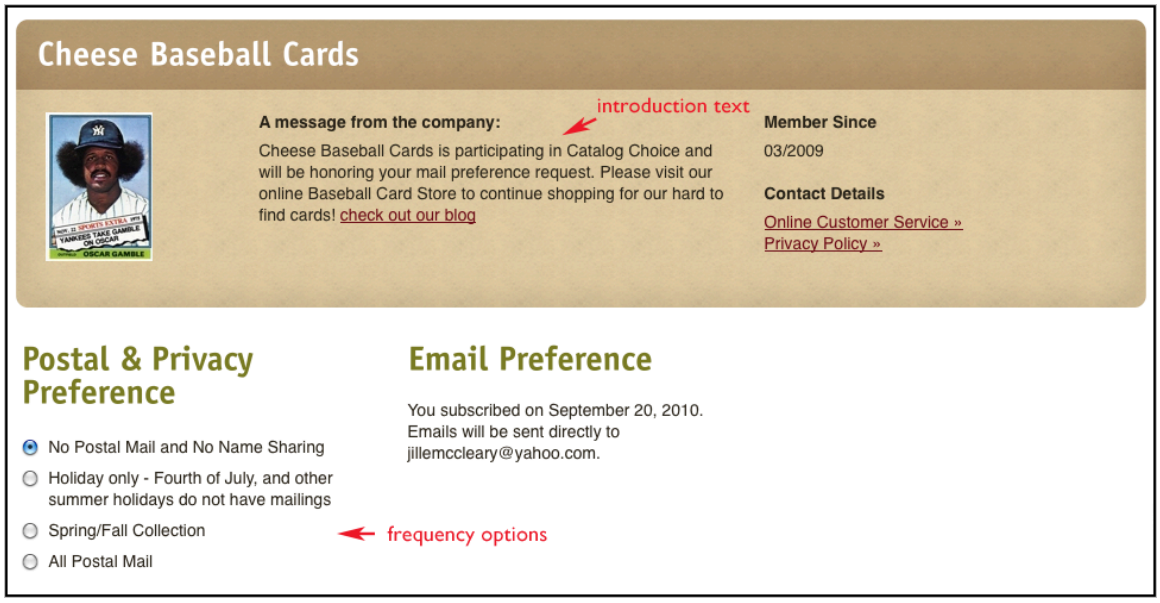

Customization Options
Use the fields below to customize the text that we display on certain screens in Catalog Choice associated with your catalog. Each field can contain a maximum of 350 characters.
Introduction:
Cheese Baseball Cards is participating in Catalog Choice and will be honoring your mail preference request.
Please visit our online Baseball Card Store to continue shopping for our hard to find cards!
This text is displayed on the screen where our members set their mail preferences.
Click here to see an example usage from Cuddledown.
Confirmation:
Cheese Baseball Cards will be honoring your request made through Catalog Choice.
We are committed to reducing our impact on the environment and print our catalogs on easily recyclable soy inks in the US.
This text is displayed on the confirmation screen shown to our members, after they have set their mail preference.
Help finding the customer number.
You can find the customer number on the back of the catalog highlighted in blue.

Require a customer number or Company Name: We recommend that you check "Require customer number" option **only** if you exclusively mail catalogs with customer numbers. Click the box to require a customer number – the member won't be able to opt out without it.


Help finding the customer number.
You can find the customer number on the back of the catalog highlighted in blue.
Provide instructions to help our members identify the location of the customer number printed on your delivered catalogs.
Require customer number for the opt-out request.
Require company name.

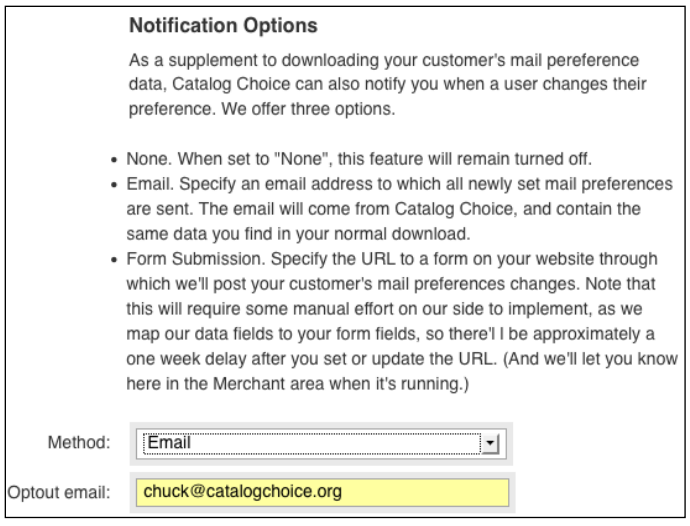
If you exclusively mail to businesses, you can indicate this by selecting the **Require company name** checkbox. If this is selected, consumers will see the Company Name field when they sign up for the service. Consumers can add Company Name to any address in their account. We suggest you add a note to the **Introduction** text to indicate that your address should include your **Company Name** if you are a business.

What the member sees: Here is an example of Cheese Baseball Cards introduction text and image, as displayed in a member account. Note the frequency options offered.

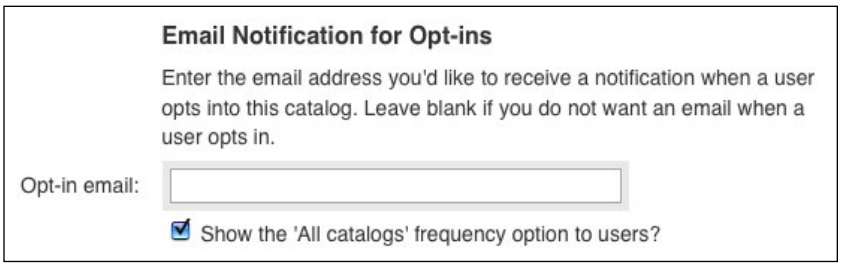

Cheese Baseball Cards
introduction text
A message from the company:
Cheese Baseball Cards is participating in Catalog Choice and will be honoring your mail preference request. Please visit our online Baseball Card Store to continue shopping for our hard to find cards! check out our blog
Member Since
03/2009
Contact Details
Online Customer Service »
Privacy Policy »
Postal & Privacy Preference
No Postal Mail and No Name Sharing
Holiday only - Fourth of July, and other summer holidays do not have mailings
Spring/Fall Collection
All Postal Mail
frequency options
Email Preference
You subscribed on September 20, 2010.
Emails will be sent directly to
jillemccleary@yahoo.com.

Notification Options: You have the option of receiving an email in real time when a user submits their mail preference. If your website offers a form-based submission, enter the URL to request that we submit mail preferences to the form.

If you do not wish to receive real-time notifications, leave the Method set to None.


Notification Options
As a supplement to downloading your customer's mail pereference data, Catalog Choice can also notify you when a user changes their preference. We offer three options.
None. When set to "None", this feature will remain turned off.
Email. Specify an email address to which all newly set mail preferences are sent. The email will come from Catalog Choice, and contain the same data you find in your normal download.
Form Submission. Specify the URL to a form on your website through which we'll post your customer's mail preferences changes. Note that this will require some manual effort on our side to implement, as we map our data fields to your form fields, so there'l l be approximately a one week delay after you set or update the URL. (And we'll let you know here in the Merchant area when it's running.)
Method:
Email
Optout email:
chuck@catalogchoice.org

Email Notification for Opt-ins: To present members with the All catalogs frequency option, check the box. You can enter an email address if you would like to receive a real-time notification when a user requests to receive your catalog.


Email Notification for Opt-ins
Enter the email address you'd like to receive a notification when a user opts into this catalog. Leave blank if you do not want an email when a user opts in.
Opt-in email:
Show the 'All catalogs' frequency option to users?

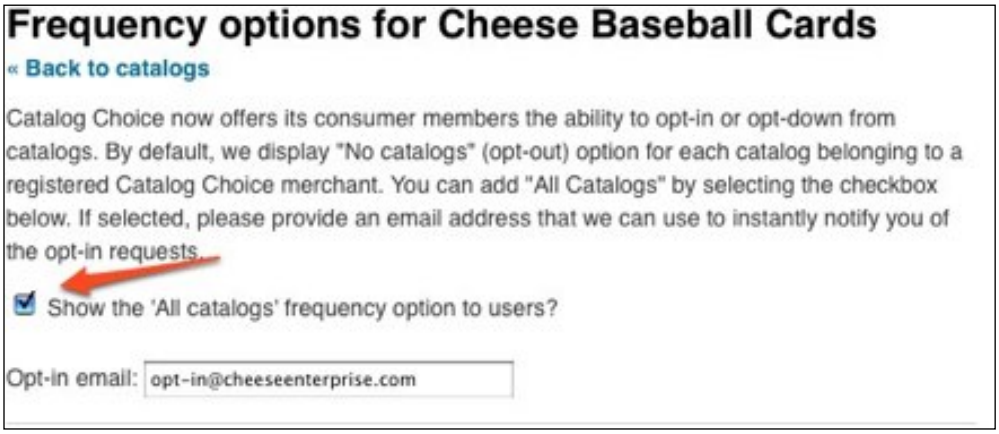
Save Changes: Don't forget to Save changes by clicking the button at the bottom of the page!

4. Set Frequency Options

Since October 2008 Catalog Choice has offered participating merchants the ability to configure custom mail frequency options relevant to each of their titles. Our members can use these options to state a mail preference to opt-down, opt-out, and even opt-in. Your file is then coded with mailing instructions (In, Out, or Frequency) that can be automated into your mailing schedule.

Clicking Set frequency options on the dashboard brings you to the mail frequency screen for that title. You must define frequency on a title-by-title basis.

Exposing the "All catalogs" frequency option: To present members with the All catalogs frequency option, check the box. Opt-in requests will be added to your file and can be emailed instantaneously if you specify an email address in the space provided (this is not mandatory).


Frequency options for Cheese Baseball Cards
« Back to catalogs
Catalog Choice now offers its consumer members the ability to opt-in or opt-down from catalogs. By default, we display "No catalogs" (opt-out) option for each catalog belonging to a registered Catalog Choice merchant. You can add "All Catalogs" by selecting the checkbox below. If selected, please provide an email address that we can use to instantly notify you of the opt-in requests.
Show the 'All catalogs' frequency option to users?
Opt-in email:
opt-in@cheeseenterprise.com

Copyright Catalog Choice, Inc.

Setting the order of frequency options that the user sees: The order of the mail preference options is the order displayed on the site. The options are presented to the member after the text, "I want to receive." By clicking the arrows (circled below) you can change the order of the option. "No catalogs" is always first, and "All catalogs" is always last.

Deleting or editing a frequency option: You can easily delete or edit options using the Edit link and Trash Can icon. Please note that you cannot delete or edit the default "No Catalogs" and "All Catalogs" option. If you edit a preference, Catalog Choice will notify members of the change. If you delete an option, you must reassign those members to a new option, and we will notify them of the change.

Creating a new frequency option: Clicking New option brings you to the frequency options for that catalog. To set a new option, choose a title that our members will see and then describe exactly how many catalogs they will receive if they select this option.

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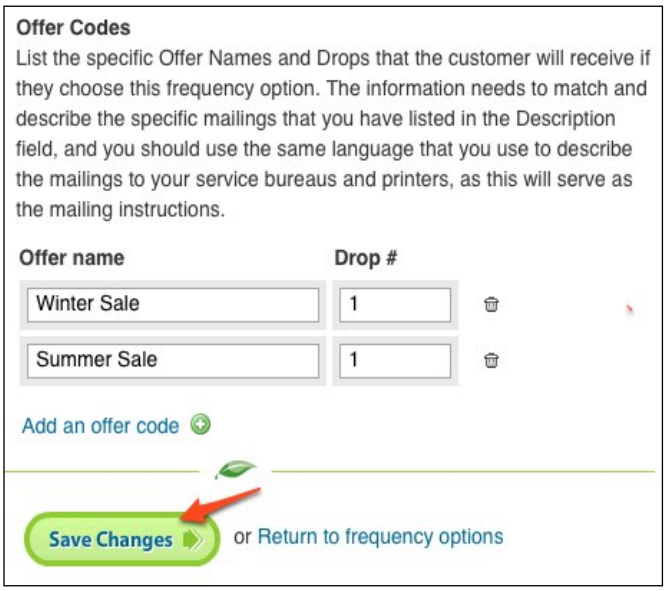
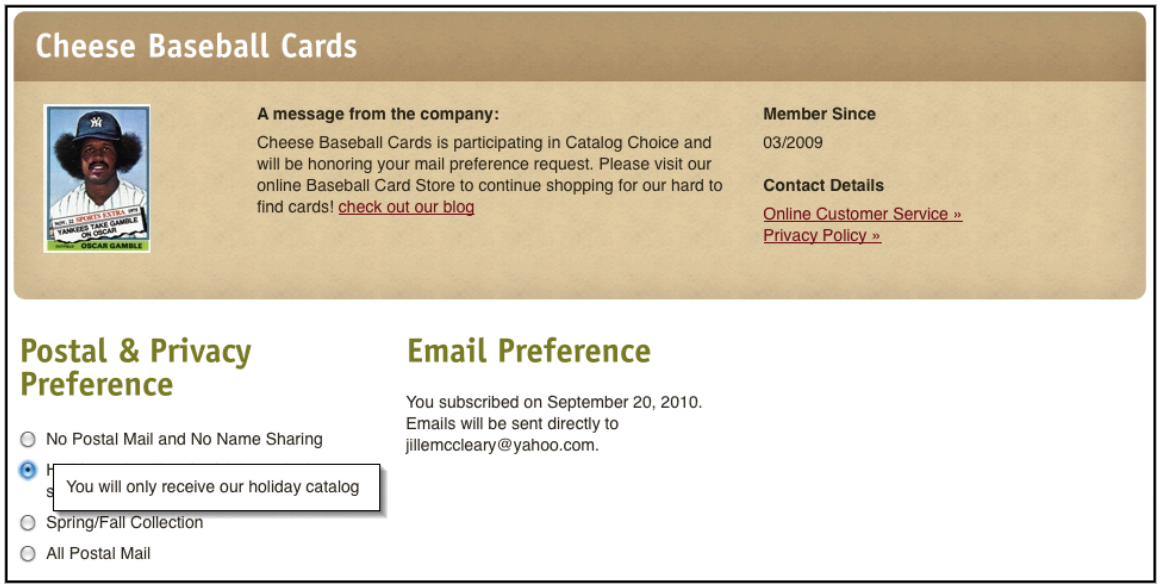
Offer Codes: The offer code is a mailing instruction specific to each frequency option. It consists of an "offer name" (ie, Summer Sale) and "drop number" (ie, 1), which is written to your file for each frequency request. This tells your service bureau the exact mailing a member should receive if he or she selected a frequency option. You can designate more than one offer name if your frequency option offers more than one mailing (as in the option below). You can easily delete a frequency option by clicking the trash icon.

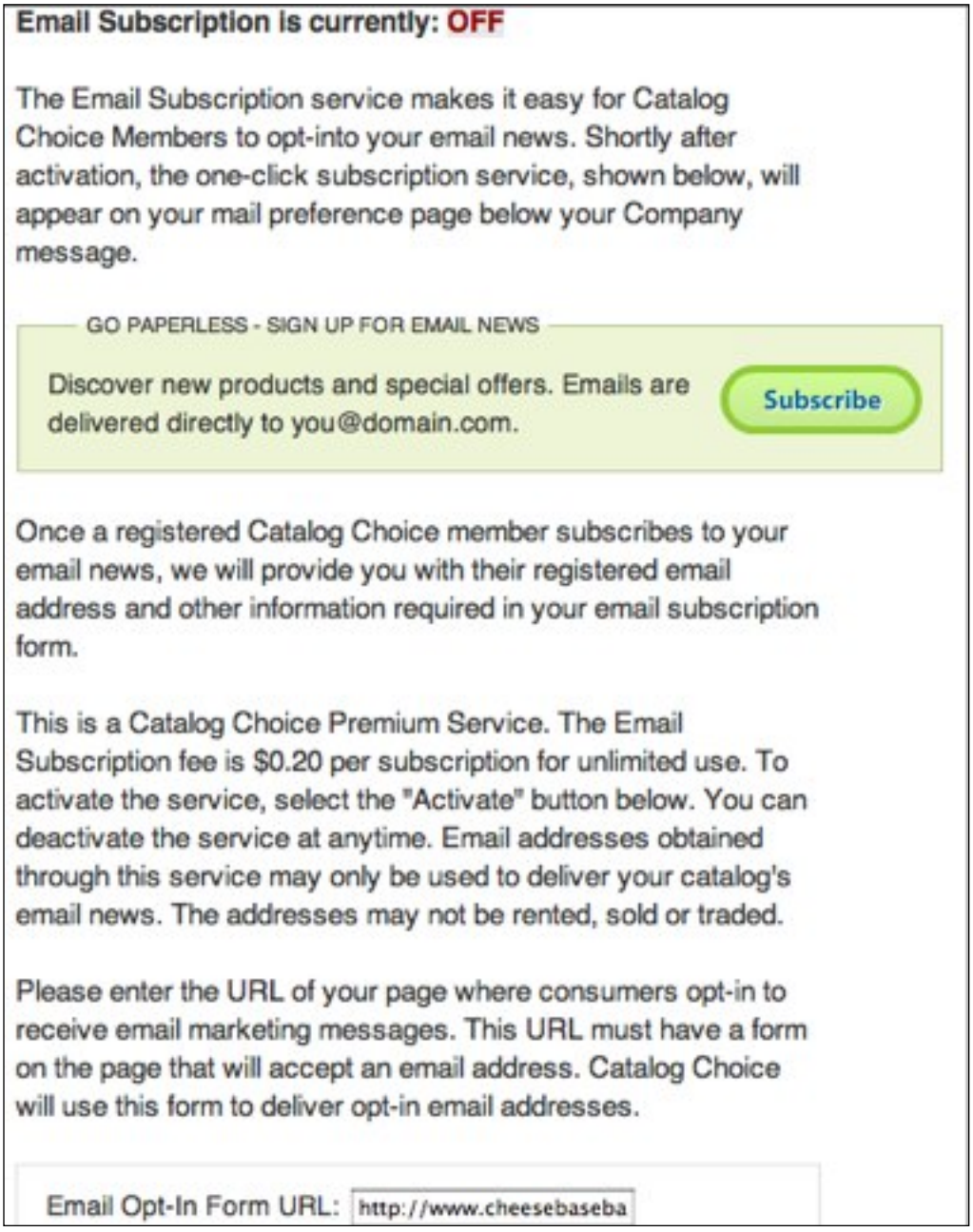

Offer Codes
List the specific Offer Names and Drops that the customer will receive if they choose this frequency option. The information needs to match and describe the specific mailings that you have listed in the Description field, and you should use the same language that you use to describe the mailings to your service bureaus and printers, as this will serve as the mailing instructions.
Offer name
Drop #
Winter Sale
1
Summer Sale
1
Add an offer code
Save Changes
or Return to frequency options

After clicking Save Changes the member will be presented with your frequency options. "All Postal Mail" is at the bottom of the list of options.


Cheese Baseball Cards
A message from the company:
Cheese Baseball Cards is participating in Catalog Choice and will be honoring your mail preference request. Please visit our online Baseball Card Store to continue shopping for our hard to find cards! check out our blog
Member Since
03/2009
Contact Details
Online Customer Service »
Privacy Policy »
Postal & Privacy Preference
No Postal Mail and No Name Sharing
You will only receive our holiday catalog
Spring/Fall Collection
All Postal Mail
Email Preference
You subscribed on September 20, 2010.
Emails will be sent directly to
jillemccleary@yahoo.com.

5. **Email Subscriptions**

Allow consumers to opt-in to your email communications.


Email Subscription is currently: OFF
The Email Subscription service makes it easy for Catalog Choice Members to opt-into your email news. Shortly after activation, the one-click subscription service, shown below, will appear on your mail preference page below your Company message.
GO PAPERLESS - SIGN UP FOR EMAIL NEWS
Discover new products and special offers. Emails are delivered directly to you@domain.com.
Subscribe
Once a registered Catalog Choice member subscribes to your email news, we will provide you with their registered email address and other information required in your email subscription form.
This is a Catalog Choice Premium Service. The Email Subscription fee is $0.20 per subscription for unlimited use. To activate the service, select the "Activate" button below. You can deactivate the service at anytime. Email addresses obtained through this service may only be used to deliver your catalog's email news. The addresses may not be rented, sold or traded.
Please enter the URL of your page where consumers opt-in to receive email marketing messages. This URL must have a form on the page that will accept an email address. Catalog Choice will use this form to deliver opt-in email addresses.
Email Opt-In Form URL: http://www.cheesebaseba

Simply add your email opt-in form URL at the bottom of the page and select Activate. A link is provided to review our Terms of Service.

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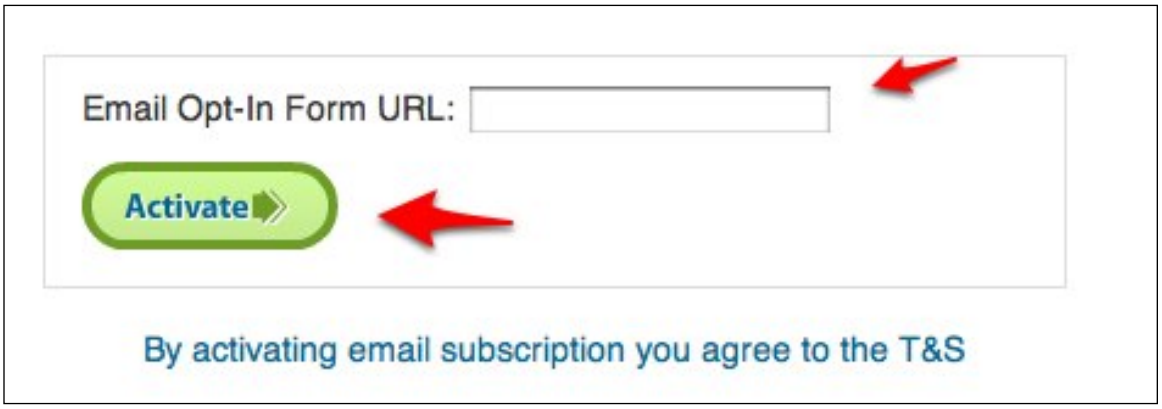


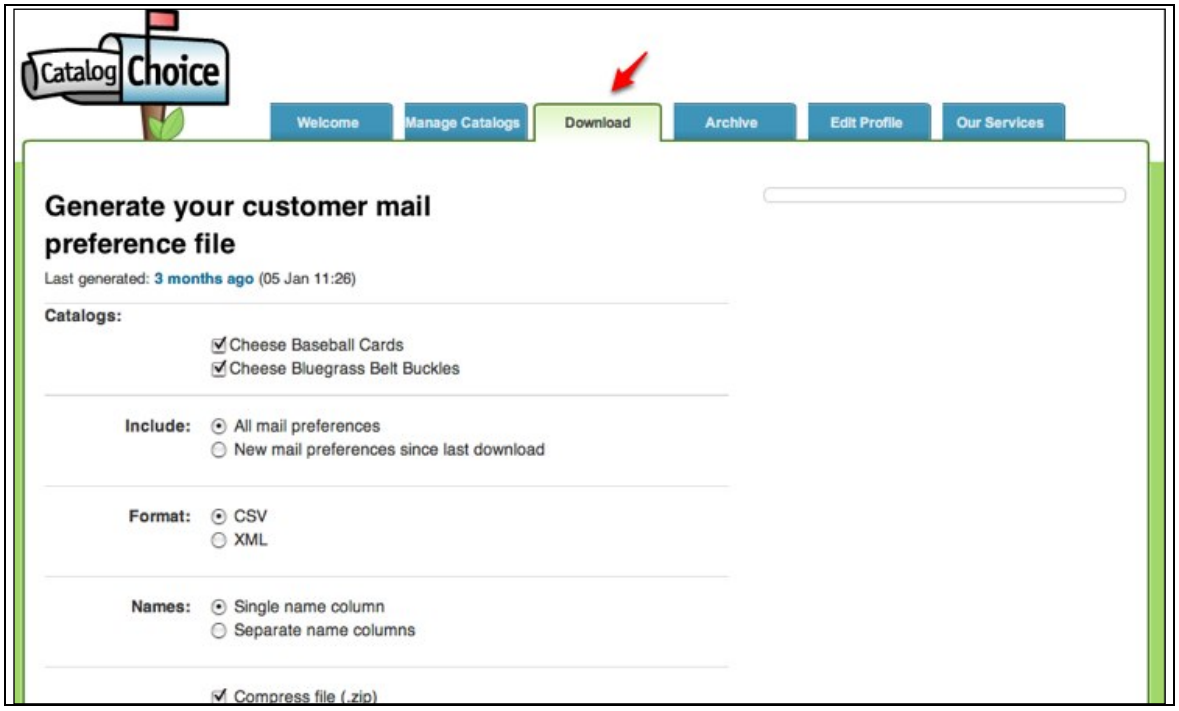
IV. Download

This section provides information on downloading your file, the layout of the file and the acknowledgement email address.

1. Downloading Your File

Our download manager makes it easy to access your title specific file of mail preferences. You can download a complete file of preferences or a partial file populated with only records that have been added since your last download.

You should download your file before each mailing to include in the merge/purge process.



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Generating Your File: From this screen you can track your latest download and specify several parameters for the file format. Using the check boxes you can create a customized file before downloading:

- For merchants with multiple catalogs, check titles to specify which to include in the file
- Select All Mail Preferences or New preferences since last download
- Format in CSV or XML
- Format names in a Single name column, or select Separate name columns to parse the first and last names
- Check Compress File to generate a zipped file. This will save time by compressing the file to less than ten times its original size
- Add a password (optional) to a zipped file for additional security
- If Test File is selected member activity feeds will not be updated

Click on Generate File to begin downloading.

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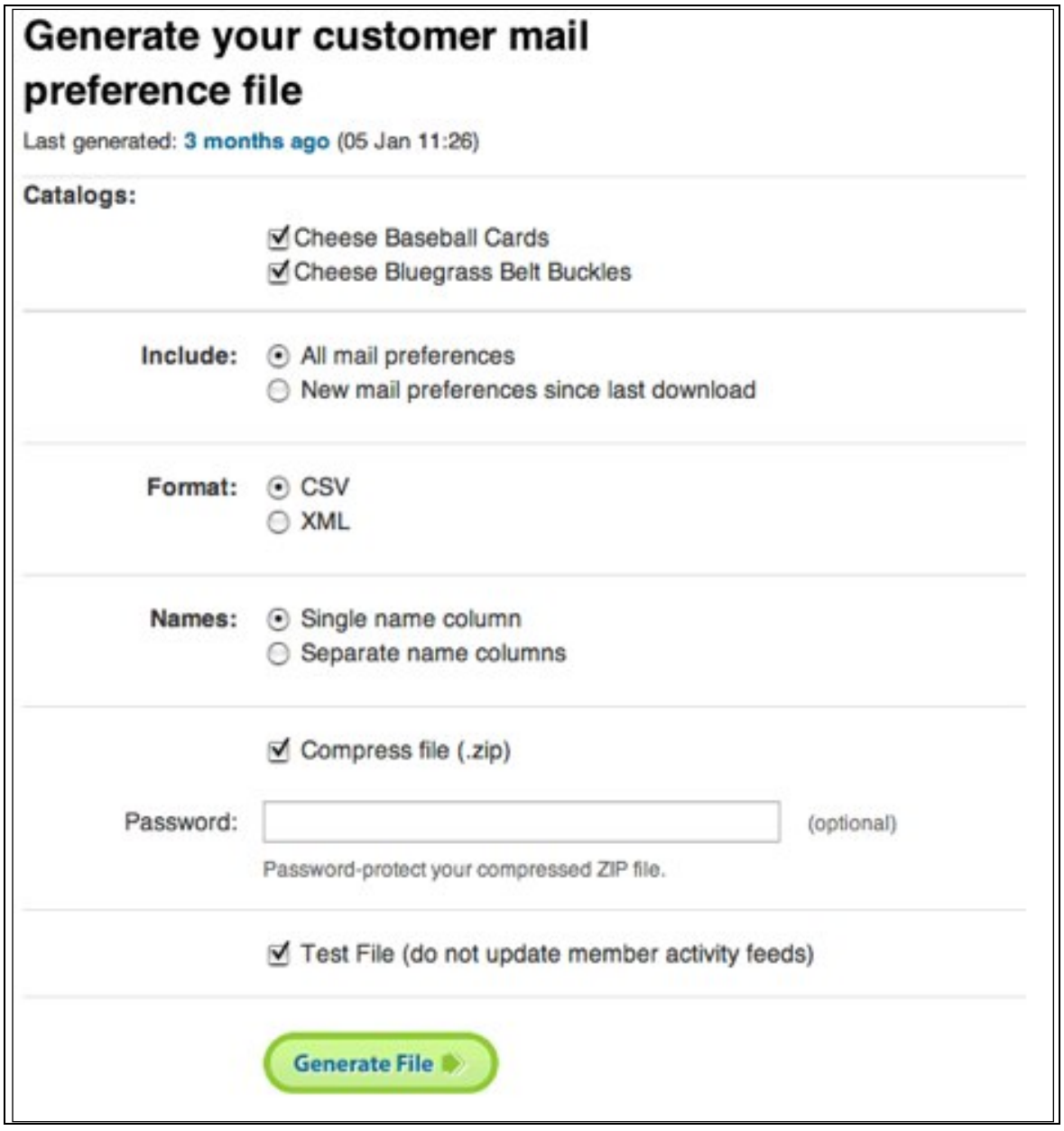

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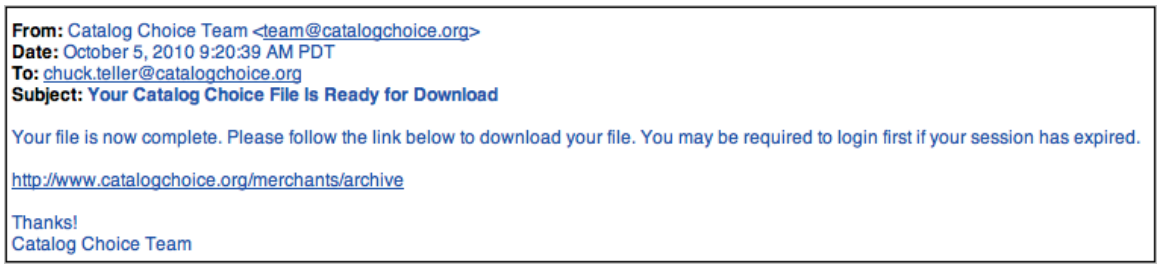
When the file is ready, we will send you an email with a link to the Archive page where you can retrieve the file.



From: Catalog Choice Team <team@catalogchoice.org>
Date: October 5, 2010 9:20:39 AM PDT
To: chuck.teller@catalogchoice.org
Subject: **Your Catalog Choice File Is Ready for Download**

Your file is now complete. Please follow the link below to download your file. You may be required to login first if your session has expired.

http://www.catalogchoice.org/merchants/archive

Thanks!
Catalog Choice Team

Your current file is listed at the top of the screen – select the Download link to download the file. Your web browser will then prompt you to save the file.

Please note: Depending on the security settings on your web browser, after clicking Download you may be asked to click Allow Downloads from Catalog Choice.

An archive of past downloads is listed on the page for your reference. You can download past files by clicking the file name.

Your current file

Mail preference data file generated on 18 Nov 19:07
CC_Cheese_Enterprises_2008-11-18_19-07.zip
Download

Historical Files

Date	File Name	# of downloads
18 Nov 18:59	CC_Cheese_Enterprises_2008-11-18_18-59.zip	0 downloads
18 Nov 18:57	CC_Cheese_Enterprises_2008-11-18_18-57.zip	0 downloads

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2. Automation of File Creation

For advanced users, wishing to programmatically create their data file, we offer the ability to issue a parameterized file creation request to our servers, with the following structure. Once the file is created, our system will send you an email with a link to the archive page where you can download the file.

https://catalogchoice.org/merchant/download?p1=v1&p2=v2
Where "p" and "v" are parameter/value pairs, of the following types:

Parameter	Values
email	<your_login_email_address> (required)
password	<your_login_password> (required)
format	"xml" or "csv" (optional, defaults to csv)
zip	"1" (creates a compressed zip file)
zip_password	<user_specified> (optional zip password)
pending	"1" (optional, if set, only incremental data since the last download is sent)

Example:
Create incremental data in a compressed, password-protected zip file:

https://catalogchoice.org/merchant/download?email=abc@def.com&password=thisPassword&pending=1&zip=1&zip_password=thatPassword

3. File Structure

Your Catalog Choice file is formatted to easily incorporate into the merge purge process. We have developed our file structure with input from service bureaus and merchants.

Frequency File Structure: The following describes the file layout for merchants offering frequency options.

- Each line will be marked with a type: either “Master’’ or “Child”. When a member chooses a frequency option, a child record or records are created.
- Each line in the file will have new “mail instructions” valid for the Master record. It will say "Out", "In" or "Frequency".
- A master record of “Out” means the user doesn't want *any* of these catalogs
- A master record of “In” means they want all of the catalogs
- A master record of "Frequency" means the processing party needs to check for child records
- These child records will have two new columns that are only relevant for a child record: "Offer name" and "Drop". If the Offer name/drop corresponds to your current mailing, that record will be added in.
- There will be one child record per offer name / drop as defined by the selected mail preference.

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To process the data in the merge-purge, one will make three passes through the file.

1. Look for all Master records with Mail Instructions “Out” and suppress these names.
2. Look for all Master records with Mail Instructions “In” and add these names.
3. Look for all Child records with the Offer Name and Drop Codes that correspond to the current mailing.

The following shows the record layout.

	A	B	C	D
1	**Column name**	**Data type**	**Description**	**Frequency Example**
2	Catalog	Text	Catalog name	Cheese Baseball Cards
3	Customer Number	Numeric	Customer number, if available	222767253
4	Name	Text	First and Last Name	John Q Public
5	Address 1	Text	Address line 1	13274 Holly Meadow Lane
6	Address 2	Text	Address line 2	Apartment 1
7	City	Text	City name	Oak Hill
8	State	Text	State (abbreviated)	CA
9	ZIP	Numeric	Five digit zip	94117
10	Country	Text	Country (abbreviated)	US
11	Date	Date	Date and time of opt out	Fri Oct 05 11:26:09 -0700 2007
12	Reason	Text	Reason for opt out	Prefer not to answer
13	First Name	Text	First name	John
14	Last Name	Text	Last name	Public
15	Source/Key Code	Text	Source code, if available	N/A
16	Choice description	Text	Description of mail preference	Twice a Year
17	Sharable Info	Text	Permission to rent/share name	no
18	Type	Text	Master or Child record	Master
19	Mail Instruction	Text	In, Out or Frequency	Frequency
20	Offer Name	Text	For child records. Merchant Defines	
21	Drop	Text	For child records. Merchant Defines	
22	Acknowledgement email	Text	Email address to send confirmation	thanks+12345_123456@catalogchoicemail.org
23	Company Name	Text	Company Name associated with address	

The following are examples of Master and Child records.

	A	B	C	D
1	**Column name**	**Master Record**	**Child Record 1**	**Child Record 2**
2	Catalog	Cheese Baseball Cards	Cheese Baseball Cards	Cheese Baseball Cards
3	Customer Number	22049	22049	22049
4	Name	John Q Public	John Q Public	John Q Public
5	Address 1	13274 Holly Meadow Lane	13274 Holly Meadow Lane	13274 Holly Meadow Lane
6	Address 2	Apartment 1	Apartment 1	Apartment 1
7	City	Oak Hill	Oak Hill	Oak Hill
8	State	CA	CA	CA
9	ZIP	94117	94117	94117
10	Country	US	US	US
11	Date	Fri Oct 05 11:26:09	Fri Oct 05 11:26:09 2007	Fri Oct 05 11:26:09 2007
12	Reason	Prefer not to answer	Prefer not to answer	Prefer not to answer
13	First Name	John	John	John
14	Last Name	Public	Public	Public
15	Source/Key Code	N/A	N/A	N/A
16	Choice description	Twice a Year	Twice a Year	Twice a Year
17	Sharable Info	no	no	no
18	Type	Master	Child	Child
19	Mail Instruction	Frequency	Frequency	Frequency
20	Offer Name		Summer	Winter
21	Drop		2	1
22	Acknowledgement email	thanks+12345_123456@catalogchoicemail.org		
23	Company Name	The Q Company	The Q Company	The Q Company

File structure for merchants not offering frequency: The following describes the record layout for merchants not currently offering a frequency option.

<>	A	B	C	E
1	**Column name**	**Data type**	**Description**	**Opt-out Example**
2	Catalog	Text	Catalog name	Cheese Baseball Cards
3	Customer Number	Numeric	Customer number, if available	222767253
4	Name	Text	First and Last Name	John Q Public
5	Address 1	Text	Address line 1	13274 Holly Meadow Lane
6	Address 2	Text	Address line 2	Apartment 1
7	City	Text	City name	Oak Hill
8	State	Text	State (abbreviated)	CA
9	ZIP	Numeric	Five digit zip	94117
10	Country	Text	Country (abbreviated)	US
11	Date	Date	Date and time of opt out	Fri Oct 05 11:26:09 -0700 2007
12	Reason	Text	Reason for opt out	Prefer not to answer
13	First Name	Text	First name	John
14	Last Name	Text	Last name	Public
15	Source/Key Code	Text	Source code, if available	N/A
16	Choice description	Text	Description of mail preference	No Catalogs
17	Sharable Info	Text	Permission to rent/share name	no
18	Type	Text	Master or Child record	Master
19	Mail Instruction	Text	In, Out or Frequency	Out
20	Offer Name	Text	For child records. Merchant Defines	
21	Drop	Text	For child records. Merchant Defines	
22	Acknowledgement email	Text	Email address to send confirmation	
23	Company Name	Text	Company Name associated with address	The Q Company

4. Acknowledgement Email Address

Catalog Choice provides an email address that you can use to acknowledge the receipt of the mail preference request. You will find an email address in your file associated with each mail preference request. The email address is formatted as:

thanks+2345_123456@catalogchoicemail.org

Our system is designed to route the email to the proper Member and associate it with your company. Our email delivery system filters all the messages to ensure that appropriate messages are delivered to our members. Any changes to the email address will cause the message to not be delivered.

Once you have processed the file, you can send an acknowledgement email to the Member. This email must not require the Member to re-confirm their request. Only one “Thank you” email can be sent for each mail preference request.

You can use the Thank You email to acknowledge the mail preference, to invite users to your website, to extend special offers, etc. If you offer Mail Frequency through the Catalog Choice site, you can invite these users to come back to their account and choose to receive fewer catalogs from you.

If you are unable to match the member name and address with your records, you can request additional information from the Member. In order to request additional information, change the “thanks” prefix to “needinfo” as shown below:

needinfo+2345_123456@catalogchoicemail.org

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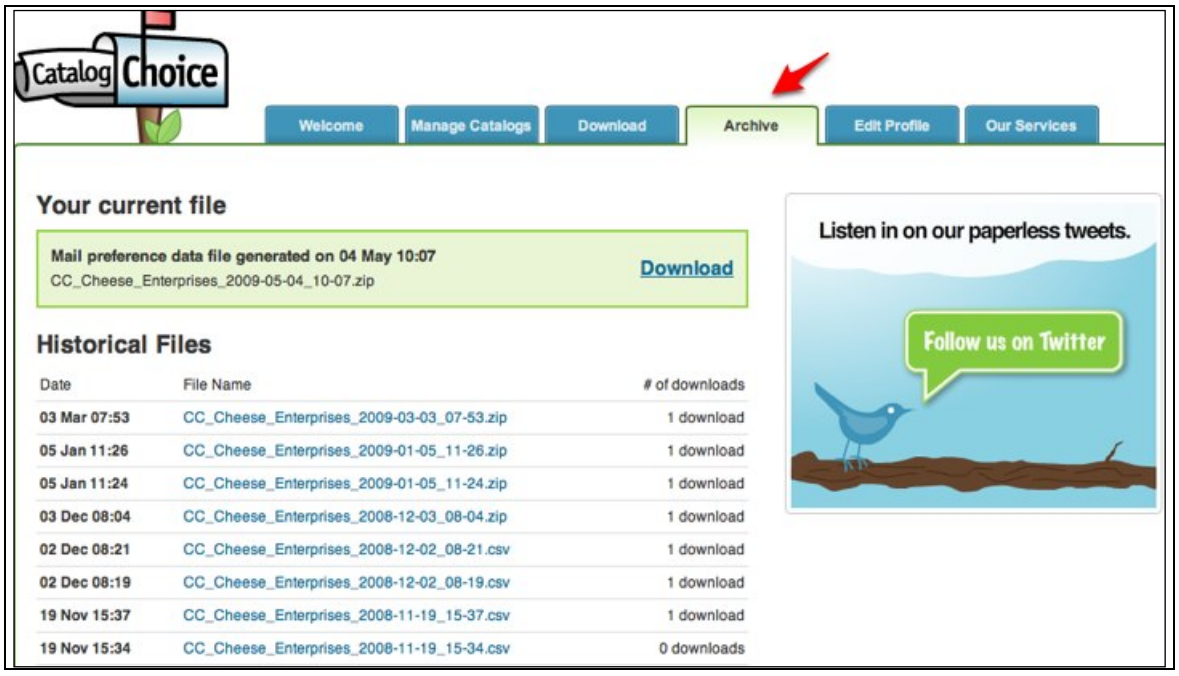
Your email can be formatted as either plain text or HTML. The email message will be delivered inside the consumer's Catalog Choice account. The subject line of the email message will be the text displayed in the member's activity feed dashboard on their account Welcome page. Members can choose to have these emails forwarded to their inbox. A permanent record of your email will remain in the Catalog Choice member's account associated with your company.

Currently, you must use your email service to send these messages. Your email program analytics will work for these messages as well. Catalog Choice does not screen these messages, but we are happy to preview them if you think this would be useful for you.

V. Archive

To access your historical files, click Archive. Here, you can keep track of the date you generated your file and the number of times you've downloaded it. Click on a file to download it.



VI. Edit Profile

If you need to edit profile information such as your contact information, login, or password, click on Edit Profile.

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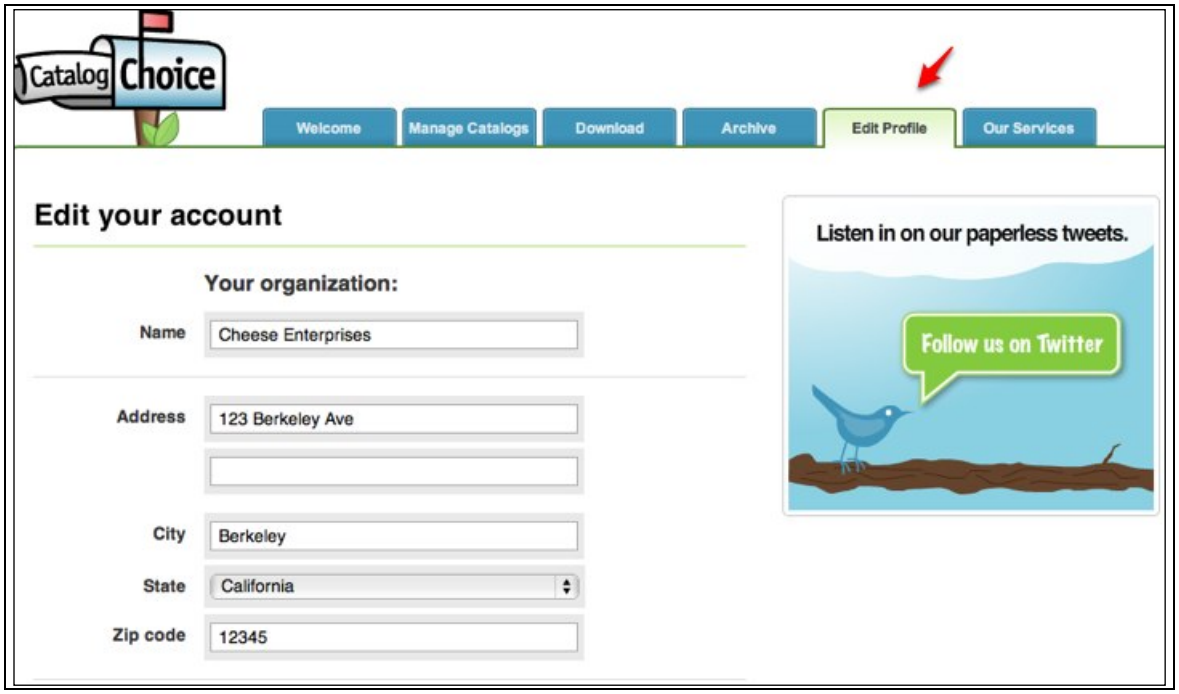
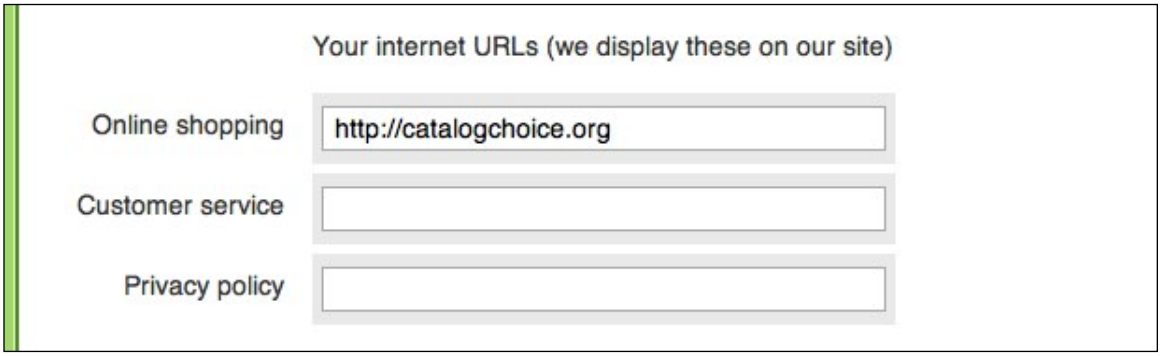
1. Change Organization Information

You may update the name or address of your organization



2. Edit URLs



3. Change Login and Password

If you wish to add a login for another person in your company or your Service Bureau, clicek "Add Another Login" from the Profile page. To change your login, delete the old email address and enter a new email address. Click Edit next to your name and make the necessary changes as shown below. We will also send periodic email updates to this address.

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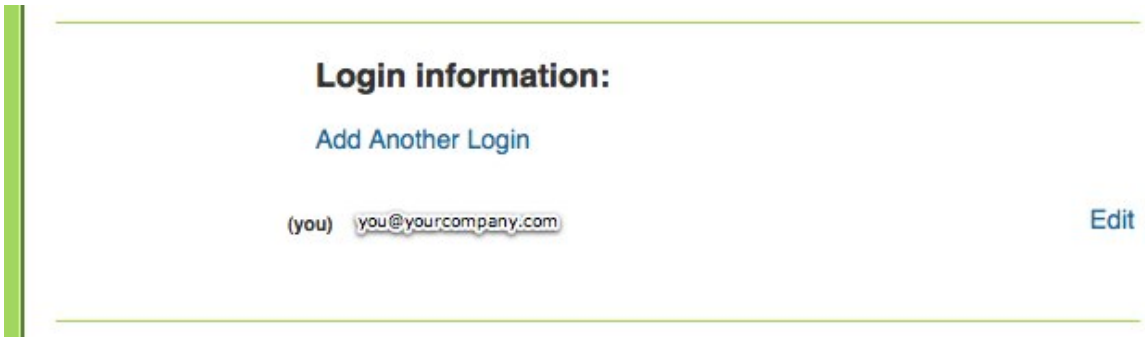
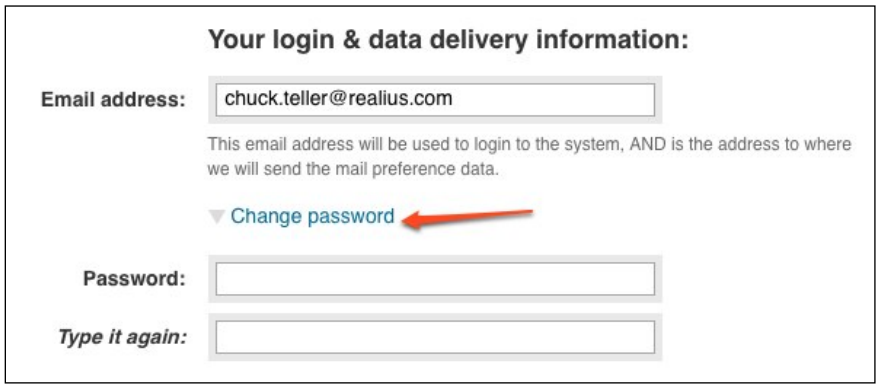


After selecting Edit, if you wish to change your password, click on Change password. A drop down menu will prompt you to enter a new password, and then re-enter it. Click Save Changes.


Your login & data delivery information:
Email address:
chuck.teller@realius.com
This email address will be used to login to the system, AND is the address to where we will send the mail preference data.
Change password
Password:
Type it again:

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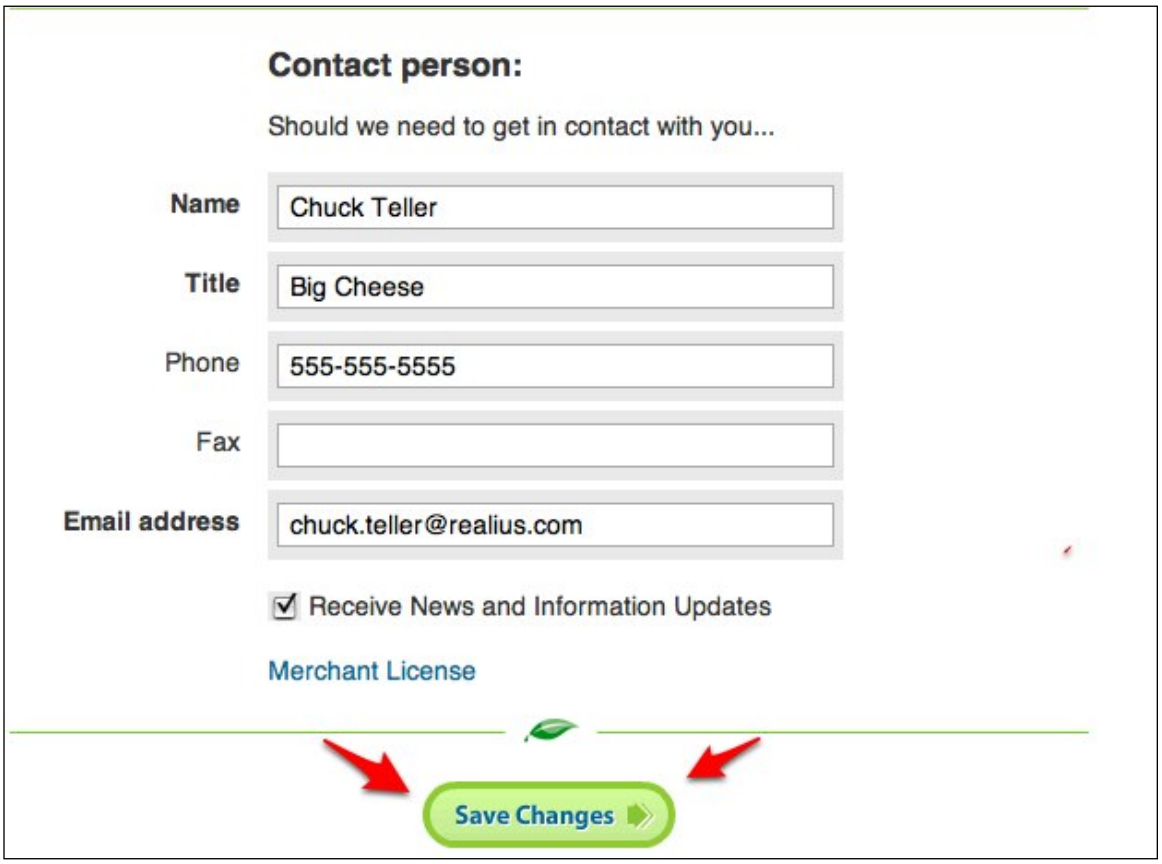
4. Change Contact Information

Please keep this information updated so we may contact the person in charge of managing the Catalog Choice account.



VIII. Contact Preference Center

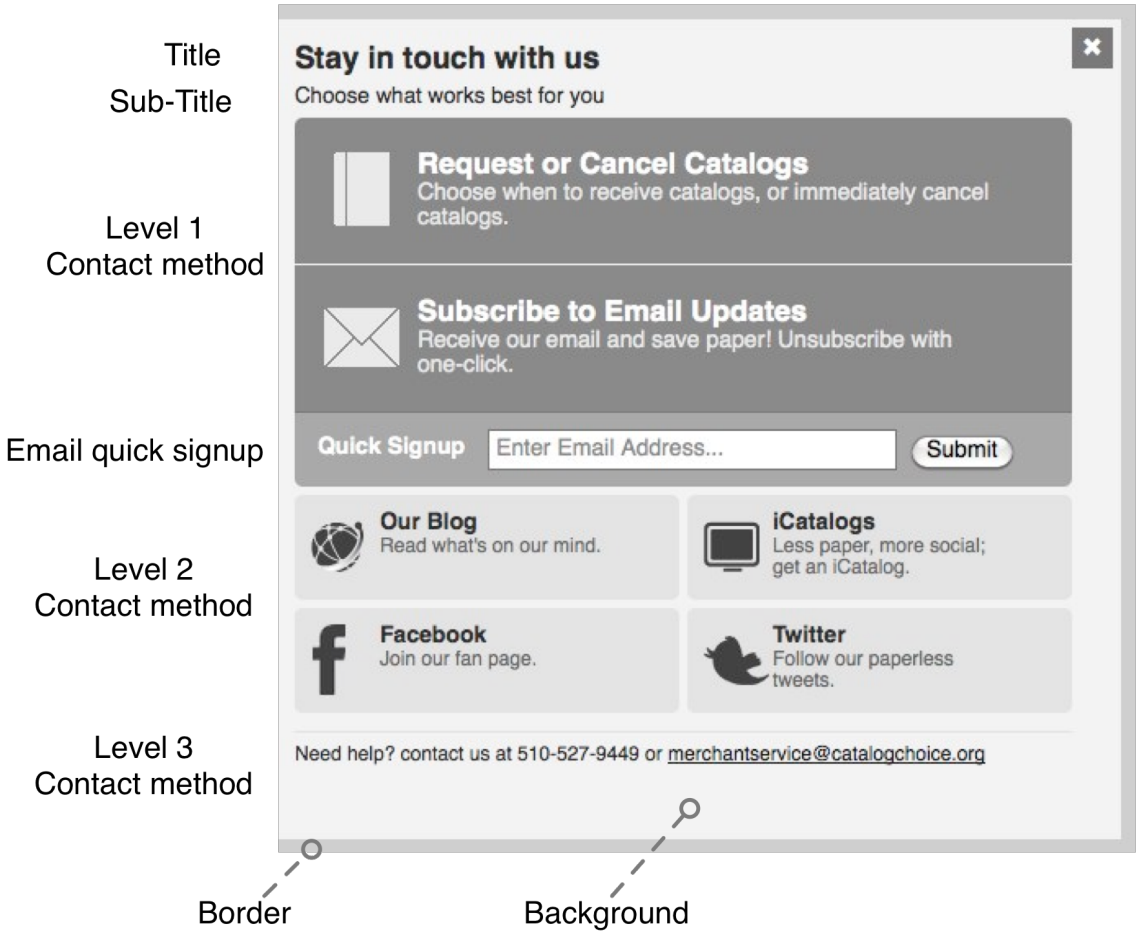
Design Guidelines

The Contact Preference Center (CPC) is fully configurable. The following describes the components of the CPC and the configuration options. You can see the CPC on your site by going to our demo page (https://www.catalogchoice.org/merchants/choicetab) and entering your company's URL.

Browser Tab

1. You can customize the label on the tab. Provide us with an image with a transparent background if you want to change the label.
2. Default and hover state color. You can provide HEX values to change the colors.
3. You can provide an image for the entire browser tab. You must provide standard and hover state images.

CPC Home Page



Level 1 Contact Method

The top level contact methods in the CPC are mail and email. The mail preference includes frequency options that correspond to the options defined in your Merchant Account.

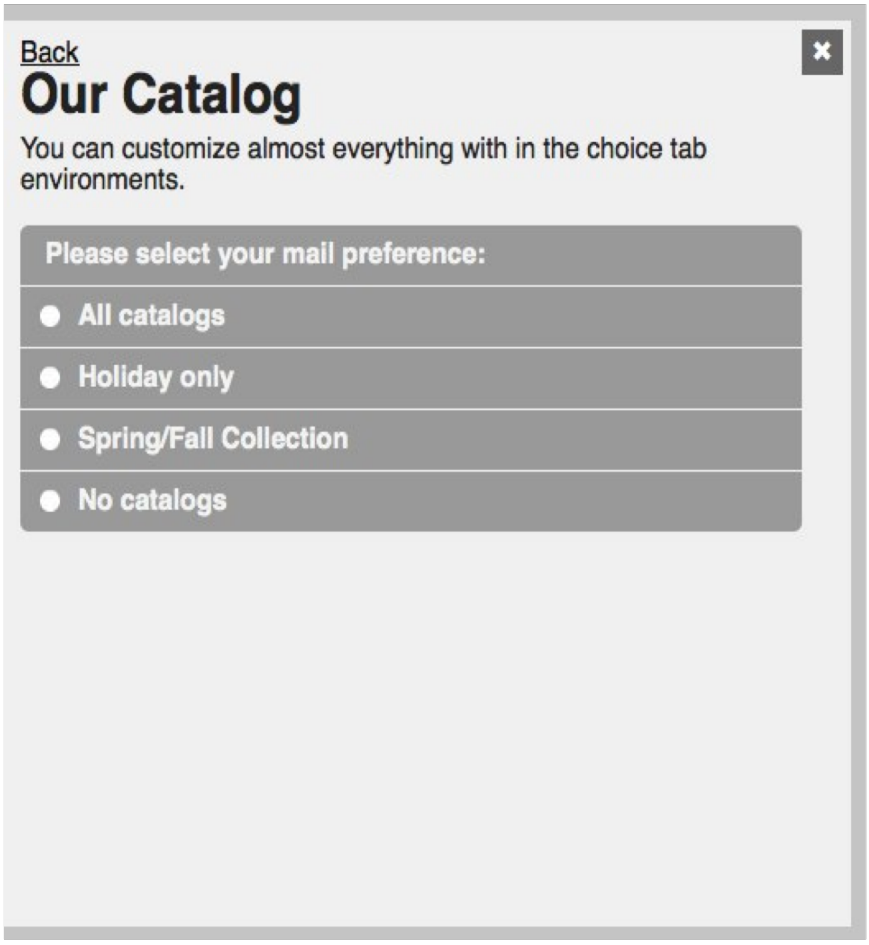
The Title appears on all the pages of the Level 1 method. In addition to the text, an image (eg. catalog cover) can be added to the title area.

Level 1
Mail Contact Method
Frequency Choices

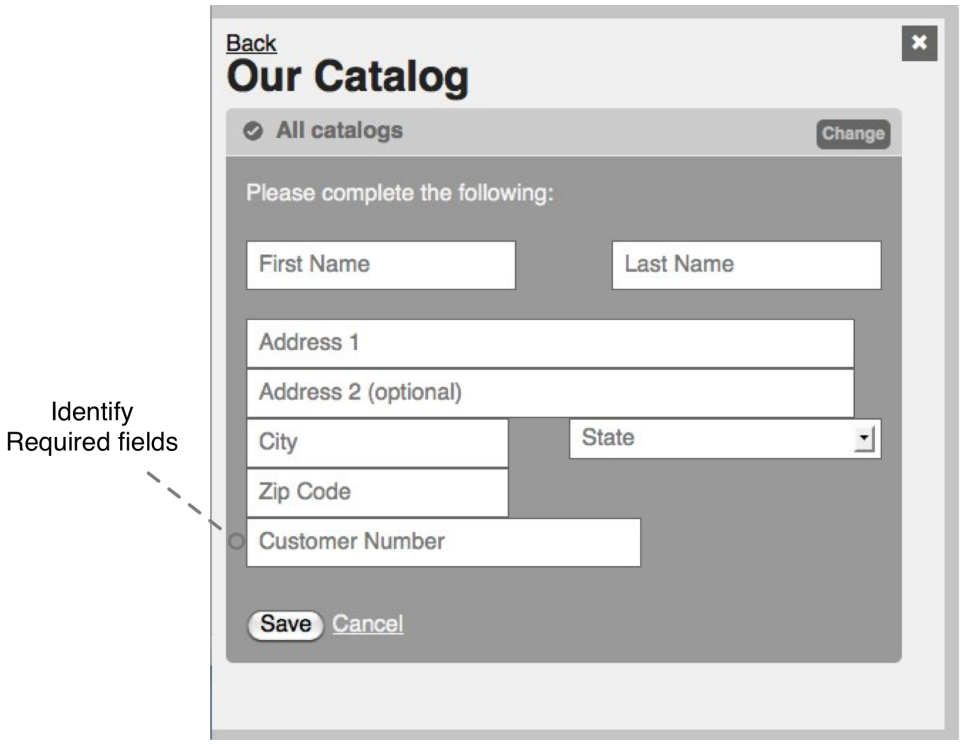
Title

Sub-Title

Frequency Options

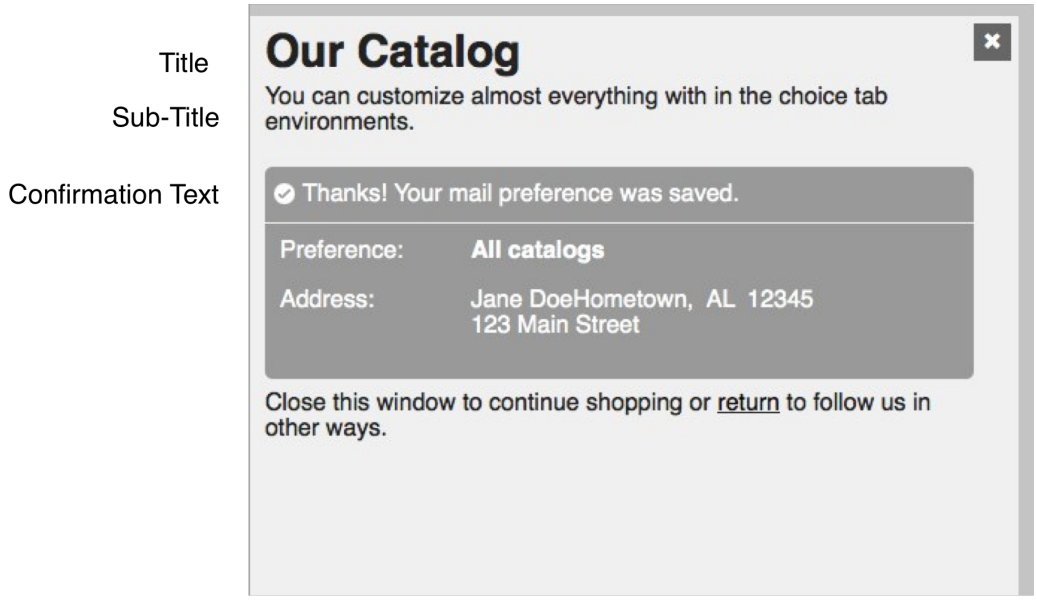


Level 1
Mail Contact Method
Contact form



The contact form can include Customer Number and email address, in addition to the basic address elements.

Level 1
Mail Contact Method
Confirmation Page

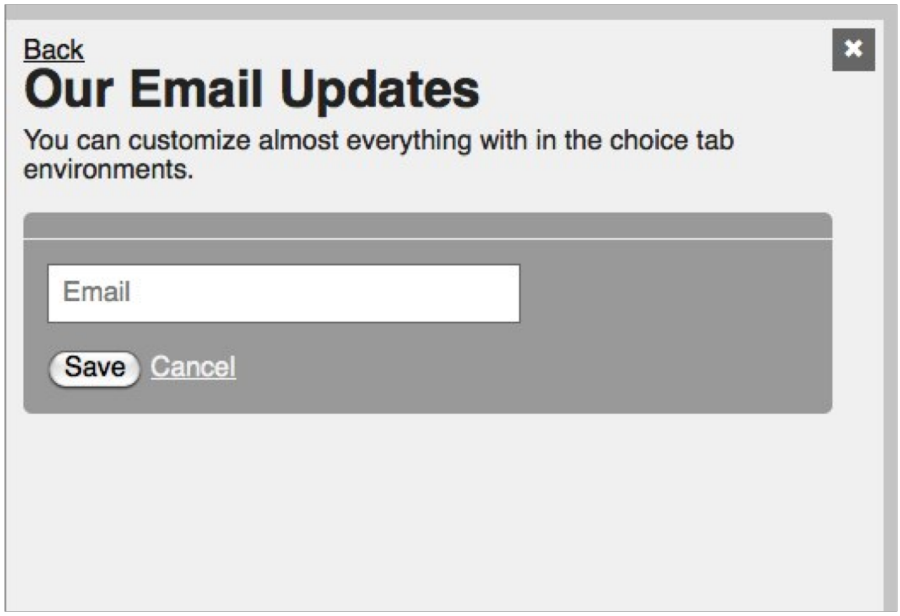

Title
Sub-Title
Confirmation Text
Our Catalog
You can customize almost everything with in the choice tab environments.
Thanks! Your mail preference was saved.
Preference:
All catalogs
Address:
Jane DoeHometown, AL 12345
123 Main Street
Close this window to continue shopping or return to follow us in other ways.

Level 1
Email Contact Method
Contact Form

Title

Sub-Title

Identify
Required fields



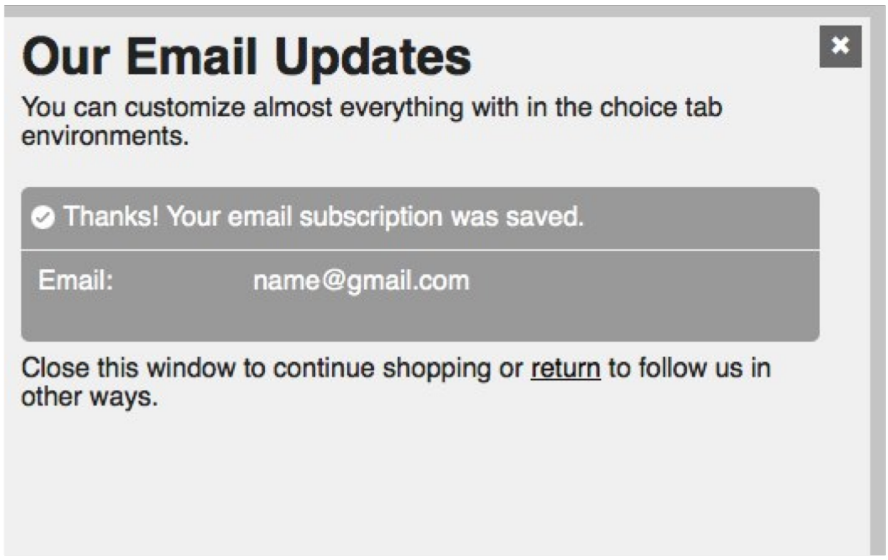
The Email contact form can include first name, last name, address, and zip code.

Level 1
Email Contact Method
Confirmation Page

Title

Sub-Title

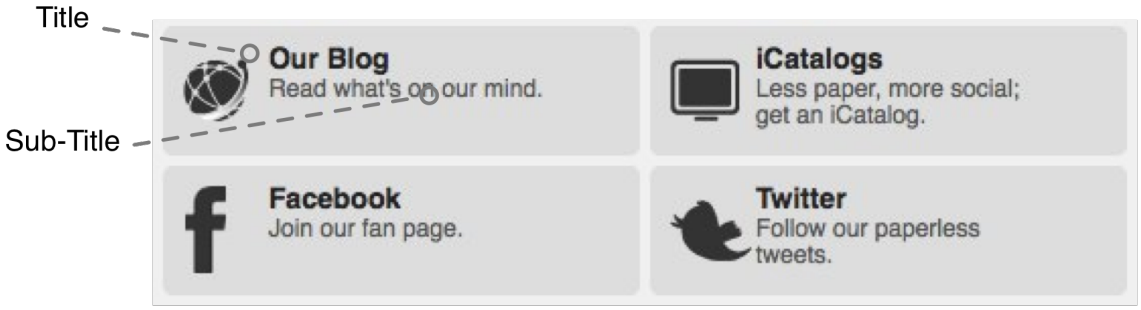
Confirmation Text


Our Email Updates
You can customize almost everything with in the choice tab environments.
Thanks! Your email subscription was saved.
Email: name@gmail.com
Close this window to continue shopping or return to follow us in other ways.

Level 2 Contact Method

The Level 2 contact methods are designed as links to websites where the content resides (eg. Blog or iCatalog) or where you can sign up for the service (eg Twitter and Facebook Fan Pages). You can customize the title and sub-title for the Level 2 methods. You can add other Level 2 methods not shown, such as MySpace, YouTube, or RSS.

Level 2
Contact Method



Level 3 Contact Method

The Level 3 contact method is for phone numbers, email addresses or other information that you want to include in the CPC.

Level 3
Contact Method

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CPC Design Guideline Checklist

This spreadsheet lists the design elements for the CPC. Download a copy here: http://docs.catalogchoice.org/CPC_design_instructions.xlsx. Please fill out the spreadsheet with your data and send it to your Catalog Choice account manager to set up the CPC deployment.

CPC Design Specifications

Company Name: _____
Company URL: _____
Contact Person: _____
Contact Email _____
Contact Phone _____

CPC Design Specifications

Component		Instructions
Browser tab location		Right, left or link
Browser tab label		Provide image with transparent background or use ours
Browser tab color		
	standard	hex value
	hover	hex value
Home Page Title		
	text	please provide
	design	font, color, size
Home Page subtitle		
	text	please provide
	design	font, color, size
Level 1 Contact Methods		
	Title	please provide
	Sub Title	please provide
	design	font, color, size
Level 1 Color Scheme		
	standard	hex value
	hover	hex value
	icons	use defaults or provide gif or png
Level 1 Mail Frequency Page		
	Frequency options	please provide
	design	font, color, size
Level 1 Mail Contact Form		
	Identify Required Fields	please provide
Level 1 Mail Confirmation page		
	Confirmation text	please provide
Level 1 Email Contact Form		
	Identify Required Fields	please provide
	Identify webservice or existing form for integration process.	
Level 1 Email Confirmation page		
	Confirmation text	please provide
Level 2 Contact Methods		
	For each method:	
	Title	please provide
	Sub Title	please provide
	Link	please provide
	design	font, color, size
Level 2 Color Scheme		
	standard	hex value
	hover	hex value
	icons	use defaults or provide gif or png
Level 3 Contact Method		
	For each method:	
	Description	please provide
	design	font, color, size

Source: Catalog Choice

Deployment Guidelines

This section documents the deployment of the Contact Preference Center on your website(s). To configure your Contact Preference Center, please work directly with your Catalog Choice account manager.

Once the CPC is configured with your contact methods, deploying the CPC is as simple as inserting 4 lines of HTML into your page template. You can display the CPC on every page of your site, or on selected pages. In general, we recommend deploying the CPC on every page on your website so that your users are consistently one click away from your vital contact information.

The deployment process has a few simple steps:

1) Configure CPC with your preferred contact methods and visual tweaks (work with your Catalog Choice Account Manager to complete this).
2) Decide how you want to display and trigger the CPC in your website. There are two options.
    a. Display a tab anchored to the left or right of the browser window.
    b. Trigger the CPC from text, a button or image inside your HTML.
3) Copy the CPC deployment HTML code into your HTML page templates. Ensure that you include the CPC_CODE_ID into the deployment code.
4) Test the deployment on your development or staging websites.
5) Once you're satisfied with how the CPC functions, deploy it to your production website!

To deploy the CPC with a tab anchored to the left or right of the browser, place the following javascript tag near the bottom of the HTML markup. Place it as close to the closing </body> tag as possible to ensure minimal impact on your website load.

Substitute the CPC_CODE_ID value in place of this string: [insert_cpc_code_id]. The CPC_CODE_ID is available from your account manager.

```
<script type="text/javascript">
  var cpcHost = (("https:" == document.location.protocol) ?
  "https://" : "http://");
  document.write(unescape("%3Cscript src='" + cpcHost +
  "www.choicetab.com/javascripts/choice_tab.js?id=[insert_cpc_code_id]'
  type='text/javascript'%3E%3C/script%3E"));
</script>
```

To deploy the CPC so that it can be triggered from link text, a button or an image that is inside your HTML pages, place the following javascript tag near the

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bottom of the HTML markup. Place it as close to the closing </body> tag as possible to ensure minimal impact on your website load.

Substitute the CPC_CODE_ID value in place of this string: [insert_cpc_code_id]. The CPC_CODE_ID is available from your account manager.

```
<script type="text/javascript">
  var cpcHost = (("https:" == document.location.protocol) ?
  "https://" : "http://");
  document.write(unescape("%3Cscript src='" + cpcHost +
  "www.choicetab.com/javascripts/choice_tab.js?id=[insert_cpc_code_id]
  &amp;format=relative'
  type='text/javascript'%3E%3C/script%3E"));
</script>
```

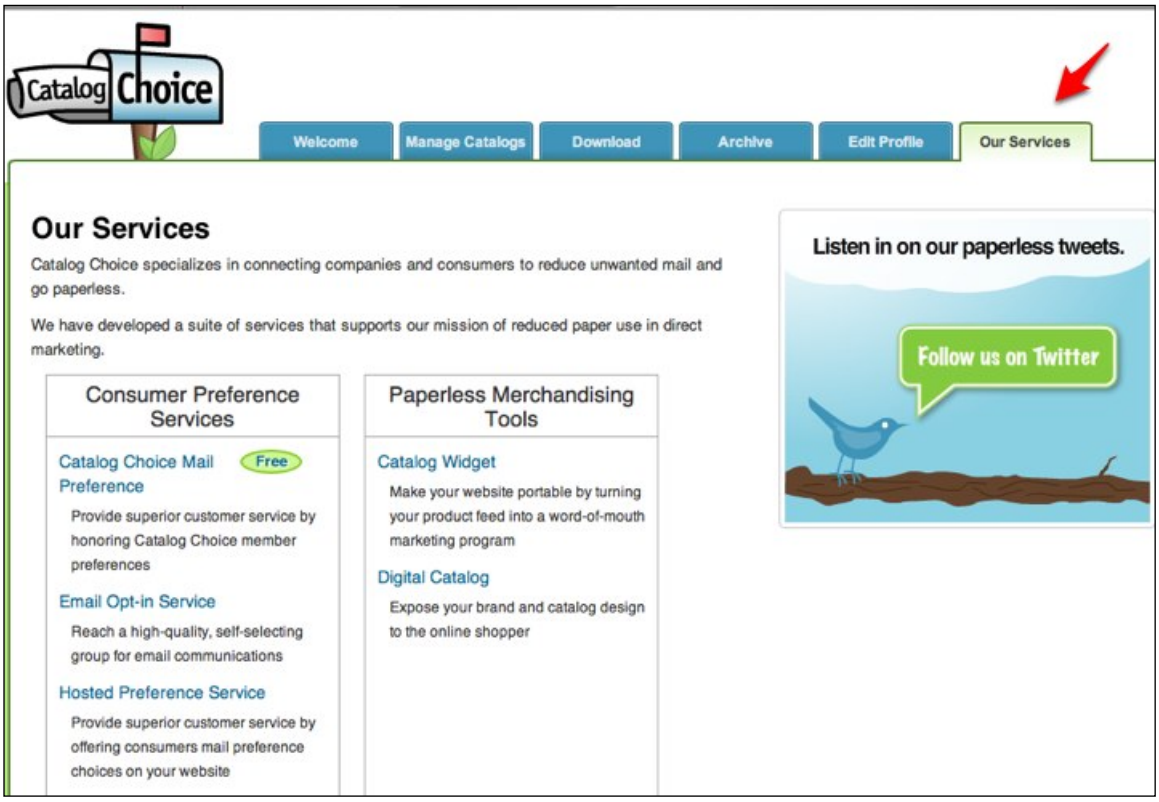
Wrap the HTML trigger objects with the CSS class 'expose-choice-tab' to display the CPC window inside of your pages. Below are HTML examples for triggering the CPC from text links, images, buttons and div.

```
<a class='expose-choice-tab' href='#'> Link Text </a>
<button class="expose-choice-tab">foo</button>
<div class="expose-choice-tab">...</div>
<img class="expose-choice-tab">...</img>
```

The javascript code we provide will automatically detect if the CPC is deployed on http or https pages, and will load from the correct protocol on our servers. This ensures your users will never see browser security warnings when navigating, for example, from unsecured product pages to secured shopping cart pages.

VIII. Our Services

This section reviews our entire suite of services to help connect consumers and companies without the use of paper. Click on any of the links for a brief summary about the individual service.


Catalog Choice
Welcome
Manage Catalogs
Download
Archive
Edit Profile
Our Services
Our Services
Catalog Choice specializes in connecting companies and consumers to reduce unwanted mail and go paperless.
We have developed a suite of services that supports our mission of reduced paper use in direct marketing.
Consumer Preference Services
Catalog Choice Mail Preference
Free
Provide superior customer service by honoring Catalog Choice member preferences
Email Opt-in Service
Reach a high-quality, self-selecting group for email communications
Hosted Preference Service
Provide superior customer service by offering consumers mail preference choices on your website
Paperless Merchandising Tools
Catalog Widget
Make your website portable by turning your product feed into a word-of-mouth marketing program
Digital Catalog
Expose your brand and catalog design to the online shopper
Listen in on our paperless tweets.
Follow us on Twitter

IX. Contact Catalog Choice

If you are having trouble using any aspects of the service, please contact Chuck Teller at chuck@catalogchoice.org or (510) 527-9449 or April Smith at april.smith@catalogchoice.org (802) 496-5547.

We welcome feedback on how we can improve the site for your benefit!